

Jennifer Andruzzi

Editing • Writing • Web Management • Marketing

linkedin.com/in/andruzzi • jenndotcom.com

Style Guides

AP • APA • Bluebook • Chicago • MLA

Technical Skills

InDesign • InCopy • Photoshop • Google Analytics & AdWords • HTML • CSS • SEO • WordPress • MS Office • Acrobat • MailChimp • Constant Contact • Jira • Facebook • Twitter • YouTube • SurveyMonkey

Education

Sarah Lawrence College • Bronxville, NY • BA, Liberal Arts, Creative Writing focus • 1993

2013–2017

Freelance Editing, Writing & Indexing

Independent Author

Created back-of-the-book index for *Defending the Masses: A Progressive Lawyer's Battles for Free Speech*, by Eric B. Easton. Book is forthcoming from The University of Wisconsin Press.

Strive: How You Lead Matters • AP style

As part of web-redesign project, wrote and edited copy for striveleadership.org. Optimized copy for search engines.

Creating IT Futures Foundation

Wrote and edited a training manual for IT-Ready partners. Focused on writing clear copy that outlined the steps for setting up and running a computer-training program. Used secondary documents to research program procedures.

Teaching Strategies

Wrote marketing copy for websites, email campaigns, print collateral, and sales presentations. Emphasized product benefits and company values. Incorporated feedback to create revised copy.

Super Copy Editors • AP, APA, Chicago & MLA style

For a wide range of clients, copyedited and proofread documents, including books, reports, magazines, website content, and academic papers. When no style guide was indicated, I followed the client's lead to create and document a consistent style. Edited in Microsoft Word (using Track Changes) and Adobe Acrobat.

Fourth Quadrant Partners • created internal style

Edited 150-page book about Emergent Learning. Did substantive rewriting and minor fact checking. Copyedited. Helped client create a house style guide. Worked in Acrobat using markup tools.

Teaching Strategies • APA & Chicago style

Edited a variety of documents, from marketing materials to books. Work often involved substantive editing and was done in a variety of environments: PDF, Microsoft Word, Microsoft PowerPoint, and online.

Council for Professional Recognition • APA style

Edited thirteen-chapter early education textbook, including eleven-page reference list, according to APA style. Worked quickly to meet tight deadlines.

Independent Author • Chicago style

Edited first three chapters of a book about bakeries in Boston; author sent chapters to publishers as part of a book proposal. Work included substantive style editing for which I received praise from author.

2008–2013

Web Management & Online Marketing

Teaching Strategies • Bethesda, MD

Online Marketing Associate 2008–2010 • Online Marketing Manager 2010–2013

Web

As webmaster, addressed company-wide requests for updates, new features, and bug fixes on website. Maintained sites and created new pages with CMS. Edited and uploaded images. After redesigns, migrated content to new sites.

Worked with design and development teams to manage three e-commerce website redesigns, the creation of four minisites, and the creation of a new state-specific e-commerce ordering system. Wrote requirements. QA tested. Optimized copy for search engines.

Tracked and reported on GoogleAnalytics data. Used data to inform web-development decisions, gain insights for increasing ROI, track sources of web visitors, and gauge effectiveness of campaigns.

Social Media

Developed Facebook and Twitter accounts into robust platforms of more than 10,000 followers each. Wrote posts to generate community interaction and disseminate company brand.

Spearheaded creation of YouTube channel and its content to take advantage of YouTube's search engine dominance.

Designed an online forum and managed its implementation with web developers, including creating Photoshop files, writing requirements, and testing.

Email

Grew marketing e-mail list from a group of unengaged users to a group of about 30,000 subscribers who gave open rates in the low 20 percents or higher and click-through rates of about 5 percent or higher.

Wrote and edited e-mail copy. Created targeted landing pages to engage visitors and increase ROI. Created emails from Photoshop files using HTML and CSS. Deployed through MailChimp and Constant Contact. Monitored and reported on analytics data.

1999–2008

Layout, Design & Production

Books, journals, newsletters, newspapers, cover design, marketing materials

Creative Services Specialist • *Teaching Strategies* • Bethesda, MD • 2007–2008

Temporary Assignments • *The Boss Group* • Washington, DC • 2006–2007

Publications Manager • *American Institute for Conservation* • Washington, DC • 2005–2006

Freelance Desktop Publisher • Washington, DC • 2003–2005

Layout Specialist *Pike & Fischer* • Silver Spring, MD • 2002–2003

Freelance Production Editor • *American Bar Association* • Washington, DC • 2000–2001

Production Editor • *Telecommunications Reports* • Washington, DC • 1999–2000