

# JACLYN HERRMANN KANTOR

jaclynkantor@gmail.com | (678) 630-3579 | LinkedIn.com/in/JaclynKantor | Atlanta, Georgia

www.jaclynwritescopy.com

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## PROFESSIONAL EXPERIENCE

### Freelance Writer

February 2016 - Present

- **Created B2B and B2C content and copy** for more than 40 businesses, with a particularly strong emphasis on the legal, health and wellness, and lifestyle fields
- **Amassed a diverse portfolio of written marketing materials**, including blog posts, core website content, landing pages, product descriptions, email newsletters, and social media content

### Constellation Marketing

September 2018 - March 2022

#### Content Director (October 2020 - March 2022)

- Promoted within company due to demonstrated writing abilities and project leadership initiatives, taking ownership of the content development process for a small digital marketing agency
- **Developed efficiency-enhancing workflow systems**, applying agile methodologies to adapt to increasing demands as departmental project load grew 250% in 18 months
- **Strategized and delegated** over 100 SEO-focused digital content marketing campaigns on a monthly basis for up to 50 clients, setting deadlines and monitoring progress to ensure timely delivery
- **Led a remote team** of up to 10 freelancers and staff, including writers, editors, and translators, **while collaborating with other departments** to develop a cohesive final product, mobilizing outsourcing efforts where necessary
- **Built and maintained editorial style guide** to ensure clear communication of expectations and enhance quality and consistency of content
- **Reviewed staff-drafted marketing materials**, providing constructive feedback and delivering thoughtful edits

#### Content Editor (September 2018 - March 2022)

- **Wrote SEO website content** for client base consisting primarily of law firms, **applying principles of search engine optimization and creative copywriting** to deliver an engaging, high-ranking product that consistently landed clients on the first page of Google
- Browsed the internet for trustworthy legal resources and **dissected complex law-related information into concise, reader-friendly web articles**, handling sensitive subject matter with tact
- **Selected visually appealing, topically relevant imagery** to accompany website content while maintaining an internal visual asset library

## EDUCATION

Georgia State University Bachelor of Arts, Film & Media, 2018

Minor in Journalism

## TECHNICAL SKILLS

Copywriting ● Social Media Marketing ● Email Marketing (MailChimp, Constant Contact) ● News Writing ● Technical Writing ● Copy Editing ● Proofreading ● AP Style ● SEO Content Strategy ● WordPress ● Surfer SEO ● Canva ● Remote Work Systems (ClickUp, Google Workspace, Monday.com, Slack, Trello) ● Knowledge of Copyright Standards