

Shane Jones

Portfolio: jonescopywriting.weebly.com

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9524 Joyce Way
Arvada, CO 80007

Dedicated copywriter with a diverse background and comprehensive experience in the following disciplines:

- Print, Media & Digital Copywriting
- Publication & Book Design
- Project Management
- Editing & Proofreading
- Typesetting
- Public Relations

Professional Experience

Freelance Copywriter

10/2007 to Present

Jones Copywriting, Arvada, CO

Create and edit marketing copy, including brochures, flyers, website content, online publicity, blog posts, social media and public relations material.

- Work with ContextWest Advertising Agency to concept and write copy for lead-generation campaigns.
- Write social media and blog content for Facebook, Instagram and Twitter as the Technical Writer at Padron Social Marketing.
- Researched Village Homes and their various developments and collaborated with the Creative Director of Grainger Advertising Agency to write brochure copy, press releases and website content that effectively captured the brand and voice of the company while appealing to the target market of each community.
- Collaborated on website content and a press release promotional campaign with the Creative Director of Grainger Advertising Agency for Denver Eye Surgeons.

Copywriter

6/2012 to 4/2015

Sports Authority, Englewood, CO

Created, edited and proofread copy for print, media and digital mediums, including circulars, media alerts, radio, direct mail, website content, in-store ads, emails and social media.

- Collaborated with copy team members, artists, directors and marketing managers to concept and help roll out quarterly campaigns. Co-created all grand opening concepts, headlines and editorial three years in a row, resulting in higher-than-projected store traffic and sales.
- Wrote, edited and proofread ads, ensuring that all marketing copy followed the company's brand and voice.
- Co-authored *Copy Central*, Sports Authority's copywriting style guide, to ensure that all copywriters and proofreaders maintained consistent messaging across all mediums.
- Researched and managed information for campaign-specific ads such as SNIAGRAB, Black Friday and grand opening events. Took special care to ensure that all information was accurate and updated by deadline. My strong attention to detail and thorough execution resulted in the first error-free SNIAGRAB ad campaign.

Creative Writing Instructor

8/2011 to 12/2011

Colorado State University, Fort Collins, CO

Taught E210 Creative Writing with a focus of one unit on the craft of writing fiction and a second unit on the craft of writing poetry. Specifics included preparing lesson plans, facilitating workshops, creating writing exercises and group activities, grading, and assembling and supervising a team of six graduate students to facilitate workshops during each unit.

Managing Editor

8/2010 to 5/2011

Colorado Review, Fort Collins, CO

Worked with editor and interns to produce a high-quality literary magazine. Work consisted of reading and assessing submissions for publication, copy-editing, proofreading, typesetting, blogging and working with authors throughout the publication process.

- Managed the implementation of a marketing program consisting of social networking and email campaigns, increasing submissions to literary contests.
- Interviewed major contributors and created blog content.

Teaching Assistant

8/2009 to 12/2009

Colorado State University, Fort Collins, CO

Assisted professor in teaching a junior-level creative nonfiction class. Involved creating lesson plans, facilitating workshops, giving lectures and creating writing prompts.

Staff Writer

1/2006 to 5/2006

The Taos Times, Taos, NM

Researched and wrote hard news, editorials and feature stories for UNM, Taos, covering topics such as student government meetings and improvements to the campus.

Publications

Manifest West Anthology, "Hiding in the Cornrows." 2013. Essay.

Colorado State Magazine, "The Life and Times of Bees." Fall, 2010. Article.

The Taos Times, "Bigger is better: Campus expands." March, 2006. Feature story.

Inside Real Estate, 150 SEO articles for real estate websites. Spring, 2006. Articles.

The Taos News, "It's cold out there." December, 2005. Essay.

Education

Master of Fine Arts, Creative Writing
Colorado State University, Fort Collins, CO

Bachelor of Arts, Writing and Literature
Naropa University, Boulder, CO

Software

Act Contact Management System / Adobe Acrobat Pro, InDesign and Photoshop
FileMaker Pro / Microsoft Office /Hootsuite/ WordPress