



# JESS BAGHERPOUR

## WRITER AND EDITOR

### CONTACT ME



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### SKILLS SUMMARY

- AP Style
- Editing
- Copywriting
- Copy Editing/Proofreading
- Google Analytics
- Organization
- SEO
- Staff Recruitment, Training and Management

### EDUCATION

BA, Journalism  
University of North Texas

### AWARDS & HONORS

- 📖 Nominee, Best Blog, D Magazine's Best of Big D for Dentoneer.com (served as Editor-in-Chief)
- 📖 Winner, Houston Press Club Lonestar Award for Investigative Journalism, 2007
- 📖 Graduated magna cum laude (3.825 GPA)

### PERSONAL PROFILE

I am a versatile content writer and editor with 15 years of combined experience. I am proficient in researching, writing, and editing diverse content. I have written and edited content for internal and multinational marketing agencies. My writing and editing experience also includes work for print and digital outlets, including running a news outlet for one year. I am a passionate storyteller with an unquenchable thirst for knowledge, a fantastic sense of humor, and a natural gift for guiding others.

### WORK EXPERIENCE

#### Contract Wiki Writer

Crypt TV | Apr 2021 - present

- Compose and post informative Wikipedia articles about various intellectual properties belonging to this up-and-coming entertainment company.
- Watch horror films and series while writing thrilling synopses.
- Conduct research for relevant media coverage to boost chances of Wiki publication.

#### Contract Copy Editor

Kalkomey Enterprises | Oct 2019 - Jan 2020

- Copy edited training exam questions and answers for outdoor educational courses (hunting, fishing, boating, etc.) in Excel before entering into a content management system.
- Assured that the answer for each question could be easily found within the course section it was assigned to.
- Edited additional PDF and Word documents, including internal communications, as needed.

#### Copy Editor

RAPP Agency | Dec 2018 - Aug 2019

- Copy edited digital and direct mail ads and assisted in QA process.
- Combed copy for clarity, accuracy, correctness, and adherence to RAPP style guide.
- Collaborated with copywriters on outside projects, including research for quarterly retirement newsletter.

#### Contract Social Media Writer

Music Audience Exchange(MAX) | Jun 2018- Oct 2018

- Wrote social media copy for a variety of musical artists partnering with corporate sponsors. Copy was concise, in the voice of each artist, and appropriate for each sponsor.
- Artists included Gaby Moreno, Kap Slap, and La Dezz. Sponsors included Coors Light and Ford.

## Copywriter

Versare Products LLC | Jan 2016 - Jun 2018

- Customized brand message to reach and capture target audience and drive engagement.
- Collaborated with marketing manager to shape new brand voice via multiple forms of collateral, including landing pages, social posts, press releases, and weekly marketing blogs.
- Highlight: Boosted conversion rates by 15% with Aldi nursing partition campaign, which included press release and blog.

## Contract Copy Editor

Targetbase | Feb 2018 - Mar 2018

- Proofread insurance information materials in ProofHQ for this company that provides publication services to a variety of organizations.
- Materials ranged from postcards and brochures to lengthy booklets.
- Responded to communications via email and ProofHQ at a moment's notice.

## Contract Copy Editor

The Liberty Project | Oct 2015 - Feb 2016

- Edited articles geared toward centrist Millennials for this national news and entertainment site.
- Ensured that copy followed Liberty Project and AP style guides and flowed well.
- Provided sensitive feedback to contributors, many of whom were not trained writers.
- Contributed to daily and weekly meetings about current events and decisions about writers, awards, content, and more.

## Editorial Assistant, Books/PetroWiki

Society of Petroleum Engineers | Oct 2013 - October 2015

- Copy edited and proofread textbooks and articles for correctness and adherence to SPE Style Guide.
- Requested permissions, fielded emails, and maintained a permissions database to ensure adherence to copyright laws.
- Created a script and slides for a video guide on writing a technical paper, based on a guide written by an SPE for engineers without writing skills.
- Wrote articles compiled from a variety of sources, including SPE materials and articles from industry periodicals, within a wiki editor.

## Contract Researcher

Schlager Group, Inc. | Apr 2012 - Sep 2015

- Gathered information and checked references through online research via Google.
- Used other sources including the Library of Congress catalog, Google, Gale InfoTrac, and Book Review Index Online.
- Often compiled information on 50 to 200 authors in a given month. Copywriters used research to write profiles for Contemporary Authors (Gale Cengage).

## Editor-In-Chief/Co-Founder

Dentoneer.com | May 2011 - Sep 2012

- Co-founded and assumed role as EIC for this local alternative news site.
- Hired a diverse group of staffers and interns and guided them with their writing. Staffers have moved on to accomplished careers at Amazon, Fossil Group, Harper Books, and more. Managed 10 staffers and 15 contributors.
- Consulted with universities for internship program.
- Built style guide.
- Edited all copy according to guidelines, including SEO.
- Created editorial calendar; assigned editorial content.
- Collaborated on design and development of site. Scheduled and led regular editorial meetings.