

RIVERS JANSSEN

Copywriter

SOCIAL

riversjanssen@gmail.com
503.232.4234

PROFILE

I listen, problem solve, and look for meaning in the details, so I can tell authentic stories that connect with people.

PROFESSIONAL EXPERIENCE

AHA

Senior writer and editor
April 2012 - Dec 2016

As a member of AHA's corporate responsibility (CR) team, I worked alongside other talented writers, editors, and designers to create meaningful, story-driven sustainability communications for clients like Google, Nike, Johnson & Johnson, Microsoft, Comcast, and Tiffany & Co. I also engaged other Fortune 100 clients on projects like strategic messaging, Web content, executive communications, employee engagement tools, brand guidelines, and feature stories.

High notes:

- Managing editor of Google's first-ever environmental report in 2016 and Comcast's 2016 CR report
- Lead messaging writer for Johnson & Johnson's 2020 Citizenship & Sustainability Goals
- Speechwriter for Tiffany & Co. CEO on company's environmental initiatives

InkWire Communications

Owner
Aug 2002 - April 2012

I ran my own freelance copywriting business, creating print collateral, web content, and feature articles for a range of local and national clients, including Amazon.com, Adidas, Trust Company of America, Philips & Company, Dillanos Coffee Roasters, and Imbibe Magazine.

Amazon.com

Copyeditor
Aug 2000 - Aug 2002

I helped ensure Amazon.com content was lively, engaging, error-free, and appropriate for audiences. Responsibilities including advancing voice guidelines and creating internal wiki for technical terms.

Fresh Cup Magazine

Editor/Associate Editor
May 1996 - June 2000

I edited monthly trade magazine for the specialty coffee industry, including developing strategic direction, overseeing all content and design, writing articles, supervising staff, and initiating and maintaining relationships with coffee retailers, roasters, growers, and importers from all over the world.

EDUCATION

B.S. in Journalism, Magazine Sequence

University of Oregon, 1994

Graduate Certificate of Sustainability

Portland State University, 2009