

# Jennifer S. Mann

## Content Writer/ Communications Professional

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### SUMMARY

Good writing gets people to listen — plain and simple.

With 15 years of experience as a writer and communications professional, I know how to write in a way that can sell an idea, product or vision. I delight in telling people's stories, across a variety of fields and interests.

When I worked as a journalist, I produced award-winning work that gained national recognition and prompted numerous policy changes. I took complicated issues and explained them in a straightforward and compelling way.

Now, I bring those skills to content writing, delivering speedy results and error-free material for professionals in an array of industries. I approach each project with enthusiasm and a dedication to accuracy.

### EXPERIENCE

**Content Writer —Freelance/Contract** **2017-Present**  
[618 Creative, WATERLOO, IL](#)

Produces ongoing blog and web content, text for marketing materials, business biographies, profiles, press releases and more for a wide range of clients — non-profits, interior designers, real estate professionals, among others. Requires strong research skills, SEO knowledge and an ability to write effectively and on deadline for multiple audiences, across different web platforms. Also assists with social media outreach and client consults.

**Blogger —Freelance/Contract** **2018-Present**  
[Keefe, Keefe & Unsell P.C., BELLEVILLE, IL](#)

Produces monthly blog content for this top law firm, highlighting case results and explaining complicated legal theories to potential clients and the general public. Blog showcases the value of plaintiffs' lawsuits and the strength of the firm.

**Crime and Courts Reporter** **2010-2016**  
[St. Louis Post-Dispatch, ST. LOUIS, MO](#)

Covered all aspects of the legal world and criminal justice system as crime and courts reporter for this Pulitzer prize-winning newspaper. Built an extensive body of work that held officials and institutions accountable and made the law relatable. Worked the state and federal courts beats, as well as the crime beat. Earned several company and state awards for my ability to make complex legal issues easy to understand.

**General Assignment Reporter, Town and City Reporter** **2007-2010**  
[The Patriot Ledger, QUINCY, MA](#)

Rose quickly to demanding beats at this well-respected newspaper. Had to be a quick learner, covering an array of topics: government, planning and zoning, wetlands protection, education & human interest.

**Town Reporter** **2005-2007**  
[The Arlington Advocate, ARLINGTON, MA](#)

Proved to be a self-starter and workhorse at this weekly newspaper, covering everything from the nuances of town government to business stories and events.

### EDUCATION

**Boston University / Masters in Journalism**  
2004 - 2006, BOSTON, MA

**Trinity College/ Bachelors in Psychology**  
1998 - 2002, HARTFORD, CT

Honors: Phi Beta Kappa, Pi Gamma Mu, Psi Chi, Faculty Honors

### SKILLS

- Familiarity with WordPress and other content management systems
- Produces SEO-friendly material under tight deadlines
- Strong research, fact-checking and editing abilities
- Experience on a range of social media platforms
- Ability to adapt tone and content for target audience

### AWARDS

**2017:** The Missouri Association of Criminal Defense Lawyers' Woodward-Bernstein award, given to journalists who exhibit exceptional cases of "courageous and persistent news or media reporting on areas that touch our criminal justice system."

**2014:** The Riverfront Times' "Reporter of the Year" for the St. Louis region

**2010:** Second in the nation for daily news reporting by Suburban Newspapers of America.

**Plus,** more than a dozen other company and industry awards between 2005-2017\*

\*A full list of awards is available on my [LinkedIn page](#)

