

# JAN HAIG

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## A true lover of content writing, editing, research, and strategy

- Excellent editorial and writing skills for blog posts, articles, web copy, marketing and promotional material, and related social media cross-industry.
- Craft and tell compelling stories to suit a variety of audiences.
- Create and produce both long-form and short-form copy.

## Skills and strengths

**Outstanding strategic, writing, and editorial skills** with experience working tactically and strategically across a number of markets and industries, including landing-page content, brief and long-form blogs, email copy, marketing material, advertising and news release copy, case studies, feature articles, social media, newsletters, and special promotions.

- Research and write content of all types, aligned with target audiences, goals, and strategy. **Have completed approximately 300 blog articles for clients over the past 3 years.**
- Provide strong editing for web content. Tighten, clarify, add value, and communicate crisply and creatively. Incorporate key strategic messages and SEO recommendations, adhere to brand and style requirements.
- Research, conceptualize and write content of all types, aligned with target audiences, goals, and strategy.
  - ✓ Interface with subject matter experts and other research resources to obtain rich background input and develop fresh and relevant ideas for written pieces.
  - ✓ Provide well-researched ghost-written content under the byline of senior-level professionals.
- Develop and follow content plans, creative briefs, editorial calendars, and editorial style guidelines.
- Write both short- and long-form copy as needed, with voice, tone, and messaging appropriate to target audiences.
- Quick study for even complex topics, able to present them in clear, easy-to-understand, high-quality final copy.
- Detail- and deadline-oriented; comfortable juggling several content projects simultaneously.

## Education

Bachelor's degree, Journalism, School of Communications, Temple University, Philadelphia, PA.

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## Professional experience

- Content Writer/Editor (contractor), *Fluxe Digital Marketing, Holtarian Holistic Lifestyle, Mable/Neurolytic Healthcare*, and other clients, January 2022-present.
- Content Creator/Editor & Strategist, *Cognizant*, specializing in lifestyle, healthcare, medical, and manufacturing, July 2019-December 2021.
- Content Creation/Editorial Lead (contractor), *Henry Company*, specializing in architecture, manufacturing, construction, and building materials, January 2018-July 2019.
- Content & Digital Communications & Editorial Manager, specializing in project management cross-industry, *Project Management Institute (PMI)*, Newtown Square, PA, April 2015-December 2017.
- Manager, Digital Content, *TE Connectivity – Global Channel*, specializing in use of electronics cross-industry, Berwyn, PA, July 2012-April 2015.
- Senior Manager, Digital Content Creation, *CSL Behring/CSL Group* (a top-30 global biotherapy company), specializing in biopharmaceuticals, King of Prussia, PA, May 2007-July 2012.
- *Unisys Corporation*, Blue Bell, PA, October 1995-May 2007. Various Communications, editorial/writing, and content roles across many markets and specialties, giving me deep cross-industry and global expertise, using all key communications channels and digital platforms to reach a variety of audiences.