

17 Lake View Court
Willowbrook, IL
630.484.3596

Laura Janota: The Chameleon Writer

LauraJanota@gmail.com
LauraJanotaportfolio.weebly.com

Need someone who knows...

Microsoft Office

Google Docs

SEO Writing

Press Releases

PR Web

HTML Format

Social Media

Facebook

Twitter

Wordpress

Blogging

Blogger

Squidoo

Zerys

InDesign

Notepad++

Dropbox

Google Authorship

Google Analytics

Google Adwords

Basic Backlinking

Online Content Outsourcing

Education

Loras College, Dubuque, IA

Aug 2012

Bachelor of Arts in English Literature and Creative Writing

Institute of Art, Technology, and Design, Dublin, Ireland

Jan-May 2009

Semester Study Abroad

Relevant Past Employment

eTechnologies: Web Content Editor and Supervisor

Feb 2013- Present

- Supervised a team of both in-house and freelance writers
- Strategized regularly with graphic designers and SEO teams
- Delegated team assignments and monitored content quality
- Led regular meetings and training sessions with team members
- Helped train new content writers, even wrote training handbook

eTechnologies: Web Content Writer

Nov 2012-Jan 2013

- Managed Zerys account for outsourcing blog content
- Wrote website content for over 2,000 websites in HTML format
- Wrote blogs for websites using Wordpress, Squidoo, and Blogger
- Wrote press releases with a flawless acceptance rate on PR Web

Coffee Tea and Me: Copywriter and Creative Marketing Designer

Jan 2010-May 2012

- Wrote and edited copy for brochures and PowerPoint presentations
- Photographed and staged products for primary marketing copy
- Designed and created portable displays for trade shows

The Loras Players: Director of Costume Design and Creation

Aug 2008-May 2010

- Managed volunteer costumer tasks and helped create costumes
- Worked with directors and actors to design costumes within budget
- Researched historical periods and bought materials for performances

Loras College's Purgold Yearbook: Writer/Editor/Designer

Sep 2007-Nov 2008

- Used InDesign to format, design, and write content for yearbook pages
- Produced the cover concept and themes for the 2008 and 2009 books