
JORDAN G. LEBEAU

1446 Bittersweet Drive - jordanlebeau@gmail.com - 617-899-9508 | heyitsjordan.com

SUMMARY

An experienced journalist, editor, and marketing professional with a passion for great copy and successful projects. An adaptable communicator with over a decade of successful campaigns, activations, rebrands, stories, and editorial launches.

EXPERIENCE

GRANTS COMPLIANCE CONSULTANT, TFG, REMOTE – 3/24 – PRESENT

- Led grant proposal and report writing, ensuring alignment with federal, state, and local regulations, maintaining high standards of clarity and compliance throughout the writing process.
- Review and refine grant documentation to identify potential compliance risks, offering tailored recommendations to strengthen proposals and enhance overall compliance.
- Develop and deploy training materials and workshops for clients on compliance-related writing practices, empowering them to create effective, compliant grant submissions.. Reduced billable hours by 9% in first quarter.

MARKETING CONSULTANT, ERNST & YOUNG, REMOTE – 9/22-6/23

- Directed content across sectors including Health Science and Wellness, Brand Marketing & Communications, Life Sciences, Strategy and Transactions, and Commercial Real Estate.
- Wrote and deployed targeted email campaign for Commercial Real Estate professionals with click-through rate of 11.87%.
- Acted as project manager for one-off recruitments campaigns, wrote keynote speeches for C-suite clients.
- Tracked project progress and KPIs for VPs, SMEs, and C-Suite members. Coordinated with internal stakeholders and external vendors to organize events.

SR. WRITER/DIGITAL CAMPAIGN MGR., MISSION NORTH, REMOTE – 11/21-6/22

- Managed cross-functional team responsible for content lifecycle and created campaign ideas aligned with our client marketing and communication objectives. Boosted CTR by average of 1.09% and social media following by 13% for seven clients..
- Coordinated for daily communication with clients regarding digital initiatives and assigning, tracking, and approving all campaign copy. Tracked progress and monitored KPIs for both clients and VPs.
- Wrote Mission North bylines, long-form content, UX, newsletters, press releases, and social media copy. Contributed to new business pitch decks.

FRONT PAGE EDITOR, BUZZFEED, REMOTE – 8/2021 – 11/2021

- Managed HuffPost's front page, editorial coverage, and schedule.
- Integrated new CMS and CRM tools, integrated first-time reporters into newsroom, and coordinated special coverage alongside the social media team. Boosted time spent on homepage by :37.
- Wrote and edited push notifications, and maintained the front-page staffing budget.

DEPUTY EDITOR, QUARTZ MEDIA, REMOTE – 12/2020 – 7/2021

- Wrote, edited, and produced the Quartz Daily Brief, Weekly Obsession, Field Guide, and Weekend Brief.
- Contributed to quartz.com, Quartz Africa, and produced daily news updates for Quartz Japan.
- Wrote, edited, and scheduled push notifications and breaking news emails. Introduced new SEO tools which resulted in 9% traffic increase in first quarter of usage.

CONTENT WRITER, ANALYTICAL GRAPHICS INC., EXTON, PA – 3/2020 – 10/2020

- Wrote and managed communication from AGI to Systems Tool Kit (STK) users and other aerospace & defense firms. Managed and edited UX, ad copy, keynotes, and conference merchandise copy.
- Proofread and edited customer-facing blogs, articles, and technical guides while following the in-house style guide and collaborating closely with engineering and development teams.
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EXPERIENCE (CONT.)

- Oversaw website redesign to align with a major software update. Managed social media and email campaigns for updated software training courses.

COMMUNICATIONS EDITOR, WAKEFERN FOOD, EDISON, NJ – 11/2018 - 1/2020

- Wrote and scheduled all communication from ownership and store management to staff across 8 of 28 company divisions. Edited and approved internal news stories, training materials, promotions, recalls, and product changes.
- Drafted initial company stylebook and internal news publishing guide to set communication standards ahead of the move to a mobile app for front-line associates. Collaborated with legal and customer service teams to rewrite call center scripts across 20 of the 28 divisions ahead of a major rebranding project.
- Managed UX for beta testing and company-wide rollout of employee app for 84,000 employees.

CONTRIBUTING EDITOR, GIZMODO MEDIA, NY, NY – 10/2018-7/2019

- Managed breaking news stories and news briefs for night, weekend, and holiday coverage, reaching a monthly audience of over 20 million.
- Edited long-form and enterprise stories as required across Gizmodo properties and maintained the editorial calendar for TheRoot.com.
- Set internal engagement records for first-day views and read-time for original reporting, with 1.2 million views at The Root.

STAFF EDITOR, NEW YORK TIMES, NY, NY – 1/2018-8/2018

- Led the design, video, and audio editing teams to create engaging mobile-first and Snapchat content for a daily audience of 6 million plus, which led to a doubling of daily viewership within 6 months.
- Wrote and edited news briefs and newsletter copy for the Metro Desk and maintaining the editorial calendar for the Metro and Snapchat teams. Coordinated newsroom-wide wellness initiatives programs.
- Implemented a new workflow that increased efficiency and worked with graphic designers to introduce new templates for daily content, resulting in a 200% increase in daily UVs within the first 90 days.
- Coordinated meetings, workshops, and celebrity panel sessions for ERG as a board member.

MANAGING EDITOR, COMPLEX MEDIA, NY NY – 6/2017 - 1/2018

- Wrote and edited content for Snapchat's daily editions, and conducted fact-checking and A/B testing for over 8 million unique daily users. Oversaw the graphics and weekend social media writing teams.
- Utilized internal and social media data to identify relevant influencers and trends.
- Collaborated with the VP of Content to create co-branded campaigns with other Hearst publications.

SENIOR PRODUCER, FORBES MEDIA, JERSEY CITY, NJ – 3/2016 - 6/2017

- Recruited, hired, managed, trained, and edited over 170 remote and in-house contributing writers. Doubled social media followers for Forbes Entrepreneurs and increased the time spent on page by 30%.
- Wrote, edited, and managed lander pages for Forbes' 30 Under 30, 400, and Billionaires lists.
- Fact-checked magazine articles, and managed homepage and social media for main and sub-accounts.

EDUCATION

RUTGERS UNIVERSITY, NEW BRUNSWICK, NJ – 2010-2014, BACHELORS IN PHILOSOPHY

SKILLS

News Writing, Copywriting, Proofreading, HTML, Social Media, Project Management. Editorial calendar management, Content Strategy, Google Analytics, Newsletter Marketing, Salesforce, MailChimp, Digital Asset Management, Conductor, Google Analytics, Facebook Ads, Google Ads,, Marketo, Hootsuite