
JORDAN G. LEBEAU

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

SUMMARY

A results-focused Editor, Content Strategist, and Digital Campaign Manager with extensive experience driving measurable audience growth, exceeding benchmarks, and securing critical funding, including managing over \$88M in DOE grants at TFG, driving 1000% daily subscriptions growth at The New York Times, and delivering 738% unique view growth at Complex Media. An adaptable writer trusted to transform complex information into popular thought leadership for rocket scientists and major organizations like Ernst & Young and Forbes Media.

EXPERIENCE (*CONSULTANT ROLES IN ITALICS*)

GRANTS COMPLIANCE CONSULTANT | TFG, WASHINGTON, D.C. – 3/2024 - 5/2025

- Successfully managed and submitted grant proposals that secured over \$88M in funding for critical rural community programs.
- Developed and led best-practice workshops that reduced client billable hours by 9% in the first quarter and 15% throughout proposal completion.
- Created jargon-free public content and multi-channel marketing strategies, enhancing community leader outreach on grant-funded programs.

Skills: Grant Compliance, Regulatory Affairs, Strategic Communication, Public Relations

MARKETING CONSULTANT | ERNST & YOUNG, PHILADELPHIA, PA – 9/2022-6/2023

- Directed content and project-managed large-scale campaigns, converting C-Suite and top official discussions into high-impact thought leadership content.
- Executed a targeted email campaign for Commercial Real Estate professionals that achieved an 11.87% click-through rate (CTR).
- Authored and refined keynote speeches for VPs and C-Suite while managing project key performance indicators (KPIs) and coordinating large events with external vendors.

Skills: Thought Leadership, Stakeholder Management, Email Marketing, Project KPIs

SR. WRITER/DIGITAL CAMPAIGN CONSULTANT | MISSION NORTH, NY, NY – 11/2021-6/2022

- Led client pitching and digital campaign strategies to secure and execute media opportunities across technology and enterprise clients.
- Managed the end-to-end production of high-impact digital content, resulting in a measurable increase in client media placements and brand visibility.
- Managed daily editorial calendars and social media strategy to align client messaging with trending news cycles.

Skills: Digital Campaign Management, Media Pitching & Relations, Content Strategy, Editorial Calendars

FRONT PAGE EDITOR | BUZZFEED, NY, NY – 8/2021 - 11/2021

- Hired and trained new Front Page Editors and maintained the front page schedule under new Editor-in-Chief.
- Boosted time spent on homepage by 17 seconds by integrating new CMS and SEO tools, integrating first-time reporters into the newsroom, and coordinating special coverage alongside the social media team.

Skills: SEO, Onboarding & New Hire Training, Scheduling, CMS & CRM, Webinars, PowerPoint

DEPUTY EDITOR | QUARTZ MEDIA, NY, NY – 12/2020 - 7/2021

- Wrote, edited, and produced the Weekly Obsession, Field Guide, and Weekend Brief while contributing to Quartz Africa and creating daily audio-only news updates for Quartz Japan.
- Collaborated with the product team to implement and test new email templates, leading to a 10% increase in mobile click-through rate (CTR).
- Managed breaking news and push notifications and revamped SEO best practices, which resulted in 9% traffic increase in the first 90 days of implementation.

Skills: Newsletter Marketing, Email Segmentation, Audience Engagement, A/B Testing

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

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EXPERIENCE (CONT.)

- Led the migration of 400+ technical documents to a new CMS during website relaunch, ensuring zero data loss and improving site performance metrics.
- Managed all external communications, including PR distribution, newsletters, and social media, resulting in a 120% growth in press pickup for key software launches.
- Developed and maintained the company's first internal style guide, streamlining content creation for 30+ engineers and product managers.
- Collaborated cross-functionally with the R&D team to transform complex aerospace and defense technology into accessible marketing materials.

Skills: Technical Writing, Content Migration, Public Relations, Style Guide Creation

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

- Established the company's first internal style guide and copy strategy to standardize communications for 84,000+ front-line associates and internal stakeholders.
- Partnered with Legal and Customer Service to rewrite call center scripts across 20 divisions (71% of the organization) ahead of a major rebrand.
- Authored the first-ever commercial scripts for the launch of ShopRite's new in-house brands, Paperbird and Bowl & Basket, directly supporting a \$50M market entry campaign.

Skills: Brand Strategy, Copywriting, Internal Communications, Cross-Functional Collaboration

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

- Set internal engagement records for first-day views and read-time for original reporting, delivering enterprise stories that achieved 1.2 million views at The Root.
- Edited long-form and enterprise stories as required across Gizmodo properties (e.g., Gizmodo, Jezebel) to ensure brand voice and editorial integrity, collaborating with writers and editors to refine angles and maximize potential reach.
- Maintained the editorial calendar for TheRoot.com and managed all weekend coverage, ensuring continuous high-quality content delivery.

Skills: Enterprise Editing, Audience Analytics, Breaking News, Weekend Coverage

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

- Drove 1000% growth in daily subscriptions and tripled ad revenue on the Snapchat Discover channel through continuous content optimization and A/B testing.
- Managed the full content production cycle, ensuring 100% compliance with AP style and strict editorial standards for sensitive news content.
- Coordinated with cross-functional teams including legal, sales, and design to launch 2-3 content initiatives per quarter that integrated seamlessly with core news narratives.

Skills: Newsletters, Copy Editing, Content Optimization, Editorial Compliance

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

- Drove continuous audience growth for the daily Snapchat Discover platform, achieving a 200% increase in daily unique views (UVs) within 90 days and a 738% overall increase.
- Revamped editorial strategy and introduced new content templates in collaboration with graphic designers, significantly accelerating daily content production volume and reducing freelancer hours by 8 hours/week.
- Managed and mentored a team of three writers and editors, overseeing content quality and editorial direction for high-volume daily distribution.

Skills: Editorial Leadership, Audience Growth, Snapchat Strategy, Team Mentorship

EDUCATION

RUTGERS UNIVERSITY, NEW BRUNSWICK, NJ – 2010-2014, BACHELOR'S IN PHILOSOPHY