

# JORDAN LEBEAU



**WRITER &  
STRATEGIST**



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<http://heyitsjordan.com>

Writer, editor, and strategist with more than 15 years of experience leading and managing news, high-performing campaigns, corporate communications, ads, newsletters, speeches, and radio and television commercials. Skilled in project management, fact-checking, campaign strategy, and content creation.

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## EDUCATION

Bachelor of Philosophy and English  
Rutgers University - New Brunswick

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## EXPERIENCE

### Grants Compliance Consultant

The Ferguson Group | 2024–2025

- Successfully managed and submitted proposals that secured over \$88M in critical funding for rural community programs in four states.
- 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 efficacy of community-led outreach on grant-funded programs.

### Marketing Consultant

Ernst & Young | 2022–2024

- Directed content and project-managed large-scale campaigns, converting C-Suite and top official discussions into high-impact thought leadership content.
- Executed a targeted recruiting email campaign for Commercial Real Estate professionals, achieving 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.

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## EXPERIENCE (CONT.)

### Senior Digital Campaign Consultant

Mission North | 2021-2022

- 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 (NYT, NBC, Forbes, etc.) and brand visibility.
- Managed daily editorial calendars and social media strategy to align client messaging with trending news cycles.

### Communications Editor

Wakefern Food | 2018-2020

- 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.

### Deputy Newsletter Editor

Quartz | 2020-2021

- 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 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.

### Staff Editor

New York Times | 2018

- Drove 1000% growth in daily subscriptions and tripled ad revenue on the Snapchat Discover channel through continuous content optimization and strategic 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

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## CORE SKILLS

- Digital Marketing Strategy
- Social Media Marketing
- Content Optimization
- Breaking News
- Performance Analysis & KPIs
- Copywriting & Editing
- Cross-Functional Collaboration
- Fact-Checking & Interviewing
- Internal Communications