

Benjamin St. Jacques
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SUMMARY

Professional writer with extensive experience creating SEO friendly content for landing pages, blogs, social media, and digital white papers. Outstanding ability to tell brand stories and engage readers with an authentic voice. Independent worker who can deliver high-quality content with little direction.

FREELANCE EXPERIENCE

6/17 to Present: Freelance blogger, Kraus Marketing, Morristown, NJ

- Write high-quality SEO optimized blogs each month on a variety of topics as assigned. Topics include plastic surgery, high-end appliances, warehouse management, accounting, and skin care.

2/17 to Present: Freelance blogger, HouseTipster, Ridgefield Park, NJ

- Write high-quality SEO optimized blogs each week on home ownership, home maintenance, and related topics.

3/16 to 6/16: Freelance blogger, GAL Inc., Fair Lawn, NJ

- Wrote high-quality SEO optimized blogs each week on a variety of topics as assigned.

2/15 to 9/15: Freelance copywriter, Byne Group, Suffern NY

- Wrote all website content for their client, Nyack Hospital. www.nyackhospital.org

FULL TIME EXPERIENCE

10/15 to Present: Copywriter

Prudential Insurance Company of America, Newark, NJ

- Currently leading the charge to educate creative services team about SEO writing techniques. Ensuring that all landing pages and digital marketing materials are properly optimized.
- Create marketing communications within Prudential's Individual Life Insurance group, including all print and digital media for producer and consumer audiences.

11/10 to 10/15: Communications Manager

Prudential Group Insurance, Office of Servicemembers' Group Life Insurance (OSGLI), Roseland, NJ

- Responsible for all department communications including, but not limited to: internal communications, marketing collateral, e-mail campaigns, customer correspondence, executive communications, website content, social media messaging, and newsletters.
- Manage internal communications. Includes developing and managing Town Halls; writing executive communications to staff; and developing content for internal communication vehicles.
- Manage ongoing social media campaign to promote Veteran and service member life insurance benefits.

2/06 to 11/10: Senior Copywriting Specialist

Prudential Group Insurance, Roseland, NJ

- Wrote marketing collateral for an audience of employers, producers, and employees, including include brochures, flyers, letters, postcards, web content, enrollment kits, presentations, and more.
- Responsible for Group Insurance President's quarterly newsletter, which included developing topics, writing content, and project management from inception to delivery.
- Provided communication support to senior management and executives.

3/04 to 2/06: Marketing Writer

Atlantic Health System, Florham Park, NJ

- Interviewed physicians and other health professionals to develop feature-length articles for community newsletters, *The Arthritis Newsletter*, and *Atlantic Advances*, a quarterly magazine for physicians.
- Wrote brochures, flyers, and newspaper ads about hospital services.

3/00 to 3/04: Senior Copywriter

Prentice Hall, Upper Saddle River, NJ

- Wrote marketing collateral for Prentice Hall's Higher Education division.

5/98 to 2/00: Journal Production Editor

Lawrence Erlbaum Associates, Inc., Mahwah, NJ

- Responsible for all phases of production of four quarterly journals. Included copyediting, proofreading, page layout, art sizing, and overall project management.

6/97 to 4/98: Production Editor

Humana Press, Inc., Totowa, NJ

- Responsible for all phases of production of scientific protocol titles. Included copyediting, proofreading, trafficking manuscripts between art and layout departments, and overall project management.

EDUCATION

- May 1997, Montclair State University; BA in English, Creative Writing concentration; Magna cum Laude.
- Series 6 Certified