

Jessica M. Kane

Creative Writer and Social Media Manager with 12 years of experience, resulting in 3,100% increase in social audience, 20% daily engagement across platforms, 16% newsletter open rate, and subsequent startup acquisition (Waggle) by outside company. Passionate about community engagement, content creation, and connecting audiences with their next brand obsession.

Experience:

Revel Digital Collective – Editorial Assistant (Part-time), January '26 – Present

- Process and manage contracts
- Maintain operational Airtable databases
- Conduct research and compile useful reference documents (e.g., identifying top health writers)
- Manage calendars, schedule meetings, and coordinate across time zones

Women's Media Group – Business Affairs and Digital Marketing Coordinator (Part-time), March '25 – Present

- Craft copy, proofread, and edit information for weekly newsletters
- Manage community events online and in person for professional women working in film, publishing, and television
- Coordinate membership and preserve confidentiality of celebrity authors and speakers
- Update website and design newsletters using host Wild Apricot

Freelance Social Media Consultant/Screenwriter, May '21 – Present

- Developing 1/2-hour horror-comedy pilot with Good Walk Entertainment
- Provided ghostwriting and editing services for Laika Studios' upcoming book of feature film scripts
- Planned and hosted Zoom webinars for dog education resource Petminded
- Crafted copy for launch of pet accessory company Just Fred

Waggle Ventures Inc – Head of Content, April '18 – April '20

Community Manager, September '16 – March '18

- Grew social media audience from 250K to 8M (3,100% increase) over 4 years through use of organic social content, ads, and strategic partnerships, leading to acquisition by outside company and current owner, Nimble Wireless
- Served as brand's face and voice, engaging daily with community on Facebook, Instagram, and X (formerly Twitter) to build relationships and recruit UGC
- Wrote copy for NYC newsletter (audience of 8K) highlighting local pet-friendly bars, restaurants, and local pet owners, consistently achieving 16% open rate
- Created social content including Stories, blog posts, giveaways, gifs, memes, and videos, resulting in 20% daily engagement
- Conceptualized, hosted, and live streamed brand events, regularly achieving 90% attendance rates
- Discovered and fostered relationships with influencers and local businesses
- Maintained content calendars

eFlirt Expert – Client Relationship Strategist, December '15 – September '16

- Wrote personalized dating profiles for over 30 clients
- Managed customer accounts on various dating sites
- Performed consultations via phone and e-mail
- Provided content for company's official Facebook, Twitter, Pinterest, and blog

Upright Citizens Brigade Theatre – Sketch Writer, March '15 – October '18

- Wrote comedic sketches for monthly Maude program shows at UCB's main NYC theatre

Sesame Workshop – Editorial Assistant, September '14 – March '15

Writing Intern, May '14 – August '14

- Generated educational content for award-winning ESL app for children
- Wrote board books featuring *Sesame Street* characters
- Extensive proofreading/editing

NBC Universal – Saturday Night Live Writers' Research Intern, September '12 – May '13

- Assisted director Don Roy King every Saturday in a high-energy control room
- Researched sketch material

Skills:

A/B Testing | Adobe Creative Suite | Airtable | Brand Management | Canva | Community Engagement | Content Management | Copywriting | Hootsuite | KPI Tracking | Mailchimp | SEO | Sprout Social | WordPress

Education:

New York University, Tisch School of the Arts

B.F.A., Dramatic Writing

Upright Citizens Brigade

Improv 101-401/Advanced Study, Sketch 101-301