

Jane Riker Shelton, Senior Content Writer

3405 Regent Drive, Plano, Texas, 75075, USA 2144155107, shelton.jane71@gmail.com
<https://www.janershelton.com/>

SUMMARY

Dynamic Sr. Content Writer and Editor with over 20 years of experience in crafting compelling copy and optimizing content for diverse industries. Proven expertise in developing engaging articles that drive affiliate revenue. Successfully created content that increased client engagement and retention. Eager to leverage exceptional writing skills and knowledge.

WORK EXPERIENCE

- | | | |
|-------------------|---|-----------------------|
| 02/2009 – 04/2025 | Sr. Content Writer/Editor, Witmer Group, LLC | Dallas, United States |
| | <ul style="list-style-type: none">• Develop and supply engaging copy, dynamic web content, and social media posts on a weekly and monthly basis for diverse clients.• Crafted targeted content for allergists, healthcare recruitment, property management, technology groups and consumer-focused businesses. | |
| 02/2002 – 11/2008 | Communications Project Manager, Writer, Texas Instruments | Dallas, United States |
| | <ul style="list-style-type: none">• Directed and coordinated designers, printers, and other third-party resources to fulfill the needs of multiple internal clients.• Composed content for print while overseeing two large-scale photo shoots. | |
| 01/1996 – 08/2001 | Creative Director – Sr. Writer/Editor, Bernard Hodes Group | Dallas, United States |
| | <ul style="list-style-type: none">• Supervised a team of five designers, contributing to the agency's success in securing multiple new clients.• Conceptualized innovative ideas and executed copywriting/editing for a diverse portfolio of up to 20 clients. | |
-

EDUCATION

1967 – 1968	Oklahoma College of Science and Arts English major	Oklahoma
-------------	---	----------

SKILLS

Digital Marketing	MS Office
Writing	Adobe Pro
Copywriting	HubSpot AI Chatbot
Content Writing	Collaboration
Editing	Quick Study
Content Management	Manage Stress