

Jane Riker Shelton
Senior Copy/Content Writer

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Portfolio: <https://www.janershelton.com/>

SUMMARY

Dynamic Sr. Content Writer and Editor with over 20 years of experience crafting compelling copy and optimizing content for diverse industries. Proven expertise in developing engaging articles that drive affiliate revenue and increase engagement and retention. Solid understanding of AI and how it is best used. Situationally-retired, I'm available 15-25 hours per week. My desire is to do what I love and do best-- not climb ladders.

WORK EXPERIENCE

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|-------------------|--|---------------|
| 03/2025 – 8/2025 | Reserve Sr. Writer contract with Texas Instruments | Dallas, Texas |
| | <ul style="list-style-type: none">• Researched, Wrote, Edited content for Texas Instruments via AQUENT in long-form content for blogs and articles on technology, company culture, and industry trends. | |
| 02/2009 – 04/2025 | Sr. Content Writer/Editor, Witmer Group, LLC | Dallas, Texas |
| | <ul style="list-style-type: none">• Developed and wrote 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 | Communication Project Mngr./Writer, Texas Instruments | Dallas, Texas |
| | <ul style="list-style-type: none">• Directed and coordinated designers, printers, and other third-party resources to fulfill the needs of up to 12 internal clients simultaneously.• Composed content for print while overseeing two large-scale photo shoots. | |
| 01/1996 –08/2001 | Creative Director – Sr. Writer/Editor, Bernard Hodes Group | Dallas, Texas |
| | <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. | |
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EDUCATION

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