
Professional Experience

Beth Janes, LLC

Freelance Writer, Editor & Content Specialist

October 2007 – present

As a sought-after content pro, I'm known for producing high-quality, well-researched content on deadline. My long and varied freelance career proves I can manage multiple projects at once, take direction from all types of clients and stakeholders and work both independently and collaboratively. It has also made me an expert at tailoring voice, message and strategy depending on the audience, platform and goal.

- ♦ **Magazines and web sites:** I'm comfortable writing/editing everything from science-heavy health features to B2B articles to lifestyle pieces and celebrity profiles. My work has appeared in *Good Housekeeping*, *Parents*, *Shape*, *Chicago*, *MensFitness.com*, *LATimes.com* and more.
- ♦ **Branded content and copywriting:** I know how to tell a brand's story within an editorial space and elsewhere, having produced click-garnering and attention-holding copy for clients such as Aetna, Walgreens, American Express, L'Oréal, Fila USA, Unilever, Menards and Rush University College of Nursing among others.
- ♦ **Books:** Known as both a self-starter and nimble collaborator, I was chosen by Meaghan Murphy, the editor of *Woman's Day*, to take her book *Your Fully Charged Life* (Tarcher Perigee, 2022) from abstract concept to proposal to final draft. Previously, the former editor of *Self* tapped me to collaborate on her book, *The Drop 10 Diet* (Ballantine Books). For both books, I designed chapter formats and transformed complex science into inspiring, actionable content while capturing the authors' voices.

Tribune Publishing

Content Manager, Studio 1847

August 2015 – April 2017

- ♦ **Directed content strategy and production for Walgreens campaign**
 - Managed a creative team, including art director, photographers, casting and production assistants and visual editors; executive produced social media influencer videos.
 - Oversaw \$600K budget; maintained 60 percent profit margin.
 - Produced monthly photo shoots and wrote corresponding copy; presented to clients.
- ♦ **Directed strategy for new business pitches and produced/edited active campaigns**, including those for Amazon Studios, Jewel-Osco, Rush University College of Nursing and more.
 - Content regularly received client approval on first draft or with minimal revisions.
 - Native content achieved CTRs and engagement above industry standards.

SELF magazine

Contributing Editor

October 2007 – November 2014

I wrote and edited for every department, earning a reputation as a creative thinker, problem-solver, flexible and dependable collaborator and crack researcher. In addition to rich experience and knowledge of print and digital publishing, I gained the following:

- ◆ **Managerial experience:** While filling in for editors on leave, I managed junior editors and freelancers and worked seamlessly with the top of the masthead. I was repeatedly asked back to cover for senior-level positions.
- ◆ **Versatility:** Knowing I possessed solid writing and reporting skills, editors frequently assigned me high-profile projects on a wide range of topics.

Every Day with Rachael Ray

Contributing Editor

July 2012 – April 2013

Recruited by the editor-in-chief to edit the monthly Supermarket Smarts section, I worked remotely to pitch, assign and edit a diverse mix of service and trend pieces.

StudioOne Networks

Managing Editor, LifeandBeautyWeekly.com

June 2009 – August 2010

I directed editorial and assigned and edited all content for this Head & Shoulders-sponsored microsite. Under my editorship, it acquired 190+ syndication partners and earned client praise for effective audience engagement.

SELF

Senior Beauty Features Editor

April 2004 - September 2007

I honed my ability to pitch fresh ideas, package content creatively, manage freelance writers and edit effectively. I also was known for smooth collaborations with art, photo and research teams, as well as top editors.

O, The Oprah Magazine

Associate Beauty Editor

February 2003 - April 2004

In addition to writing, editing and market responsibilities, I conceptualized and launched a new column (“Look What We Found”). I also developed early managerial experience while overseeing the department assistant and intern positions.

SHAPE

Associate Beauty Editor/Editorial Assistant

August 2000 - February 2003

An enthusiastic and capable rookie writer and editor, I was promoted after only nine months and quickly took on greater editorial responsibilities.

Education & Additional Experience

University of Kansas

Bachelor of Science, Journalism

September 1996 – May 2000

Shred415, HIIT fitness studio

Lead instructor

June 2020 – January 2022