

# Jane Roper

## FREELANCE COPYWRITER

janeroper@gmail.com

617 823-7877

[www.janeroper.com](http://www.janeroper.com)

I've been an agency and freelance copywriter in the Boston area for nearly fifteen years. In that time, I've written for just about every kind of business in just about every medium – print, digital, outdoor, broadcast, etc.

I can write snappy headlines with the best of 'em, but also love long-form writing: websites, annual reports, brochures and the like. I'm equally comfortable doing consumer-focused or B-to-B projects.

In everything I do, my first priority is to create work that's right for the client – that speaks in their voice, supports their brand and achieves their marketing goals in a smart and creative way. I catch on quickly, work fast and keep my ego in a cage in my basement where it can't cause any trouble.

### *2004 – 2010* **SENIOR COPYWRITER**, PARTNERS+simons

Chartis, Blue Cross Blue Shield of Massachusetts, Sovereign Bank, Genzyme (Synvisc, Septrafilm, Epicel), Quicken, Crock Pot, Iron Mountain, NCR, PTC, MEFA, ACIS, SunGard, Ping Identity, United Way, Copyright Clearance Center, Putney Veterinary, Tufts Medical Center, Mount Auburn Hospital, Boston Convention & Exhibition Center, Hogan & Hartson, Sullivan & Worcester.

### *2000 – 2006* **FREELANCE COPYWRITER**

Hong Kong Tourist Association, Cambridge Office of Tourism, Sonesta Resorts, Cardean University, The Christian Science Publishing Company, Houghton Mifflin, WGBH “Between the Lions” and “American Experience,” Accion International, Kamik, Worcester Polytechnic Institute, Bridgewater State College.

### *2000* **COPYWRITER**, Arnold Worldwide

Volkswagen Interactive Group.

### *1999 – 2000* **COPYWRITER**, Gearon Hoffman

Grosch, Museum of Science, Harpoon, WebCT, Several now-defunct dot-coms whose names escape me.

### *1997 – 1999* **COPYWRITER/CHIEF'S RIGHT HAND**, PARTNERS+simons

Blue Cross Blue Shield of Massachusetts, PC Week, Boston Gas, Several now-defunct technology companies whose names escape me.

### **ALSO:**

Author of Baby Squared blog/column on Babble.com

Writing Instructor, Grub Street Writers

### **EDUCATION:**

*2004* MFA, The Iowa Writers Workshop

*1996* BA, Williams College