

Jenny White

Writer, copyeditor & video producer

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WORK EXPERIENCE

Commerce Writer

Bustle Digital Group / July 2019-Present

- Researched and wrote thousands of high-performing commerce and lifestyle articles for digital media brands, including Bustle, Elite Daily, and Romper
- Adapted content to brand-specific editorial guidelines, voice, tone, and formatting
- Conducted in-depth interviews with subject-matter experts to gather quotes and information, ensuring accuracy and credibility for the 100M+ readership
- Copyedited and SEO-optimized hundreds of existing articles for web and social media platforms to improve engagement and overall performance

Public Education Content Specialist (Video Producer and Writer)

American Academy of Dermatology / January 2018-July 2019

- Conceptualized and produced engaging print, digital, and video content for doctors' offices and individuals nationwide
- Led content strategy and creation for an entire product category, driving more than \$1 million dollars in annual sales
- Copyedited website and newsletter content, maintaining clarity, editorial accuracy, and brand voice
- Created and managed the "Video of the Month" series, including scriptwriting, talent booking, production coordination, and video editing

Video Producer and Writer

O Studio at Outcome Health / February 2016-December 2017

- Guided production from idea creation to delivery, creating impactful educational videos and digital content distributed to 40,000+ doctors' offices
- Owned content strategy and creation for the largest product category, managing and mentoring producers and editors
- Executed successful shoots by conducting thoughtful interviews, coaching talent, and directing videographers
- Collaborated with the post-production team to refine edits and graphics, giving actionable feedback to improve videos
- Simplified complex health topics, creating clear, digestible digital and video content

Director of Digital Entertainment, Content Manager and Video Producer

Tasty Productions at AdKarma / June 2014-January 2016

- Launched and scaled a digital production company from inception, generating 5M+ views on YouTube and networks
- Oversaw daily operations, managing seven full-time direct reports, including writers, editors, and producers
- Led creative development through ideation, scripting, green-screen production, and editing using Adobe Creative suite
- Established scalable content workflows, production standards, and editorial processes

EDUCATION

UNIVERSITY OF MISSOURI: SCHOOL OF JOURNALISM

Bachelor of Journalism, emphasis in multi-media production

TECHNICAL SKILLS

Technical Skills: Adobe Premiere, Final Cut Pro, working in a content management system (CMS), and social media