



# JANNAH GARNER

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## Summary

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Effective and creative Content Writer offering 25+ years of experience creating professional web and print content. Well-versed in researching industry-related topics and writing marketing content. Proven success in conceptualizing, developing, and writing content that engages readers and builds brand interest.

## Skills

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- Content Creation
- Promotional Material Development
- Advertising Campaign Development
- Marketing and Advertising Copy
- Language and Voice Customization
- Product-Specific Writing
- Technical Writing and Editing
- Grant Writing
- Consistent Brand Messaging
- Complex Problem Solving

## Experience

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### Freelance Content Writer/Editor

2018 – Current

- Researched and created content for a variety of platforms including digital and print materials.
- Crafted professional website content.
- Edited and updated existing content to better meet client needs and reflect current marketing trends.
- Drafted posts and comments to engage audiences on social media platforms.
- Worked remotely while ensuring all deadlines were met and client expectations surpassed.
- Ensured that all projects met or exceeded guidelines expected of an on-site employee.
- Authored content using appropriate tone and language to meet objectives and accurately reflect the client's voice.
- Followed AP and client style guidelines to produce documents.

### Advancement Officer

Saint George's School | Spokane, WA  
2014 - 2017

- Developed fundraising materials for digital and print use.
- Updated website content and marketing materials on a regular basis.
- Worked closely with team members to deliver project requirements, develop solutions, and meet deadlines.
- Prioritized and organized tasks to efficiently accomplish goals.
- Tracked and monitored annual giving contributions.
- Served as liaison between school administration and several boards.
- Worked with local vendors to develop and distribute marketing materials.
- Worked with volunteers to guide fundraising activities, managed finances, and strategized with board members to innovate opportunities to attract new donors.

### **Copywriter/Content Creator**

Rainmaker Marketing | Spokane, WA  
2012 – 2015

- Produced and presented client proposals outlining project strategies.
- Created and edited content for of digital and print publications.
- Created content for promotional and marketing materials.
- Wrote articles, bulletins, sales letters, speeches, and other related material.
- Brainstormed creative methods to relate client content to target demographics.
- Selected cover art, fonts, and designs to appeal to target demographics.
- Worked with diverse teams to develop concepts and ideas to be translated to copy.
- Worked independently while ensuring all deadlines were met and client expectations surpassed.

### **Curriculum Writer**

Aerospace Joint Apprenticeship  
Committee, AJAC | Seattle, WA  
2012 -2014

- Created and edited curriculum for use in varied courses.
- Utilized knowledge of industry best practices to improve upon existing training methods.
- Researched state educational guidelines before writing new curriculum.
- Created and edited handouts, tests, and presentations for a diverse group of courses.
- Developed curriculum and learning materials to increase comprehension.
- Worked remotely while ensuring that all documentation was completed to meet or exceed guidelines expected of an on-site employee
- Collaborated with instructors in development of digital learning classrooms, lessons, and assignments.
- Worked with school administrators to determine course needs and set frameworks.

World Wide Group | Spokane Valley, WA

### **Project Manager**

2009 - 2010

- Worked with department supervisors to prioritize future projects, assign tasks, and track progress on ongoing technical projects.
- Followed projects through the planning, implementation, testing, and documenting phases of the Software Development Life Cycle (SDLC) and reported progress through Team Foundation Server.
- Created team objectives and roles outlining specific goals.
- Worked with multiple departments on the development, testing, and documentation of web-related projects.
- Reported daily to the department supervisor on workflow and assignments.
- Met weekly with the CEO and division supervisors to review technology development.
- Continued required duties of technical writer while simultaneously serving as project manager.
- Led meetings with internal team members and support staff.
- Presented information to audiences ranging from a small class of twenty to audiences numbering around 1,000 from stage.

### **Lead Technical Writer**

World Wide Group | Spokane Valley, WA  
2005 - 2009

- Drafted technical documentation and white papers.
- Created and edited a wide variety of content for use in digital and print publications.
- Created user documentation for various materials and developed how-to guides and instruction manuals.
- Produced and edited internal and external documents for grammar, clarity, content, and formatting

- Developed and maintained content and user documentation for in-house applications.
- Established consistent guidelines to maintain company tone and voice.
- Developed content for use in promotional and marketing materials including brochures, presentations, and flyers.
- Created and edited both oral and written content for communication within the organization.
- Completed writing assignments according to set standards regarding order, clarity, conciseness, style, and terminology.
- Maintained professional and technical knowledge by attending workshops, seminars, and lectures.
- Collaborated with teams on product development and implementations.

**Instructor**

Spokane Community College | Spokane, WA  
1999 – 2005

- Employed variety of teaching styles to respond to needs of diverse learners.
- Observed and evaluated student performance and development and provided appropriate feedback on work.
- Prepared instruction through lesson plans to address student's assessed needs, goals, and objectives.
- Participated in continuous learning on diversity, inclusion, and racial equity to reduce learning barriers.
- Established objectives for lessons, modules, and projects.
- Developed curriculum, evaluated student tests, assigned, and corrected coursework.
- Worked with students using both lecture and lab format.
- Created and implemented curriculum for distance education and hybrid course.
- Maintained contact with 50 to 60 students via the Internet.
- Attended meetings, training, and activities to enhance skills and credentials.

**Education and Training**

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Eastern Washington University | Cheney, WA

**Bachelor of Arts** in Technical Communication

Relevant Coursework

- Technical Communication
- Interpersonal Communication
- Intercultural Communication
- Technical Writing
- Professional Writing
- Editing
- Principles of Effective Thinking and Writing
- Language Structure and Use
- Desktop Publishing
- Grant Writing

Spokane Community College

**Associate of Arts Degree**

George's Preparatory School

**High School Diploma**