

Jennifer Chastka

Editorial professional with experience in publishing, content development, and cross-departmental project management.

Argyle, TX 76226
BookEnJenn.com
BlogEnJenn@gmail.com
[Linkedin.com/in/jennifermchastka](https://www.linkedin.com/in/jennifermchastka)

SKILLS

Editing	Writing	Software	Administration
AP Style Guide CMS Style Guide Text Editing Proofreading	Articles Blogs Book Reviews Social Media Posts	Microsoft Suite Google Workspace Canva Notion	Scheduling Project Management Communication Multitasking

EXPERIENCE

Bookstr, Content Creator/Writer June 2025 - Present

- Write, schedule, and publish platform-specific digital content supporting brand campaigns across Instagram, Bluesky, and Threads.
- Grew Instagram audience to **90K+ followers** through consistent voice, audience-aware messaging, and trend-informed content strategy.
- Monitor performance trends, hashtags, and audience response to refine content direction.
- Review and approve outbound posts to ensure alignment with brand standards and messaging guidelines.

Retractable Technologies, Inc., Writer/Editor Feb. 2024 - April 2025

- Wrote and edited website copy, email campaigns, social media content, and long-form editorial content supporting brand education and outreach initiatives.
- Developed content for *Nurse Point*, the company's inaugural quarterly magazine, translating complex medical topics into accessible, audience-focused language.
- Launched and managed the company's first Instagram account to increase brand awareness and audience engagement.
- Collaborated cross-functionally to ensure consistency in tone, clarity, and accuracy across platforms.

ASCENDtials, Volunteer Copywriter August 2023 - February 2024

- Writing clear, compelling copy for various mediums (e.g., ads, blog posts, newsletters).
- Working with creative professionals to build marketing projects and campaigns.

Publishing Concepts, Inc., Editor April 2019 - January 2024

- Edited manuscripts across multiple stages of book production, ensuring quality and consistency.
- Won an award for "Pursuing Excellence Purposefully" for finishing the most projects in 2020.

EDUCATION

University of North Texas, Denton, TX—*BA English* 2016 - 2018 **Writer's Digest University**—*Cert, Copy Editing* January 2023 - March 2023

Elvtr—*Cert, Publishing* April 2025 - May 2025