





# JENNIFER BLAKNEY

UX WRITER & WEB DEVELOPER

## CONTACT

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-  Hamilton, ON

## WRITING SKILLS

- UX/Website Copy
- Email Marketing
- Technical Writing
- Ad Copywriting
- Educational Content
- Product Description Writing & Editing
- Journalism
- Recipe Writing & Development
- Press Releases
- SEO
- French Translation

## TECH SKILLS

- HTML5/CSS/SASS
- JavaScript, jQuery, React
- RESTful APIs, Firebase, Firestore
- WordPress
- Git/Github
- UX/UI
- Responsive and Accessible Design
- Jira
- QA Testing

## EDUCATION

Web Development Bootcamp

**Juno College**

2022

Patisserie Diplome, Basic Cuisine Certificate

**Le Cordon Bleu**

2009

Bachelor of Music

**Queen's University**

2008

## PROFILE

Experienced and versatile writer across industries including SaaS, cannabis, home appliances, visual art, hospitality, and retail. Known for delivering impactful and user-centric content. Skilled in QA app testing and front-end development, ensuring adherence to UX/UI principles.

## WORK EXPERIENCE

### Writer & Editor (Freelance)

2021/07 - Present

Ontario Cannabis Store

- Editing and refining copy for educational content and product descriptions, following style guides to ensure consistency and user-friendliness
- Authoring articles and conducting interviews with key industry players, translating their expertise into compelling and relevant content

### Digital Consultant (Freelance)

2019/10 - 2023/03

SiriusXM Canada

- Conducted thorough testing and quality assurance for iOS apps and voice-activated devices, ensuring optimal user experience.
- Leveraged bilingual skills in English and French to translate over 300 channels and SEO keywords, enhancing the reach and effectiveness of content in the French market.

### Medical Copywriter (Contract)

2021/07 - 2022/06

Emblem Cannabis

- Crafted compelling copy and conducted research for promotional emails and product launches, ensuring effective communication and engagement with the target audience.
- Composed and edited articles for the clinic newsletter, delivering informative and engaging content to registered patients.

### Copywriter (Freelance)

2019/01 - 2019/08

Scratch Marketing

- Collaborated on copy for sell sheets, social media ads, and print flyers utilizing brand information from clients in cannabis (Irisa) and home appliance industries (BEAM, Bosch)

## PROJECTS

### Movie Plot Gift Generator

2022

[Live Link](#) [Github](#)

- In this project, I led wireframe creation and crafted user-friendly web copy and instructions for an app that allows seamless movie title searches, corresponding GIFs, and convenient saving to a favorites page.