

talk **science** to me

We know science is beautiful. Exciting. And we know you have a story to tell. We're here to help you tell it.



Jetta Rae Robertson

Copywriter

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Creative communicator with extensive experience in content management systems, editing, writing, photography, food styling and food science.

Work Experience

Copywriter, Talk Science to Me Inc., April 2017–present.

- Writes content in a variety of styles for different media, including blog posts, corporate communications and infographics.
- Adapts material provided by clients and shapes it to be appropriate for the intended audience.

Content manager, writer and editor. *FRY HAVOC*, May 2016–present.

- Develops recipes, often translating them from other resources into something accessible to the audience.
- Writes, schedules and edits original content. Takes photos of all food and other products reviewed, editing them to fit the aesthetic of the brand.
- Manages social media presence.

Editorial intern. *Eater SF*, January–February 2017.

- Carried out research (who has the best fries in San Francisco?) and preliminary CMS tasks (for example, entering all the subjects for a map/listicle) to help senior writing staff maintain a regular content schedule.
- Wrote original posts related to happenings within the restaurant industry in the San Francisco Bay Area.

- Audited databases (restaurant openings, neighbourhood and cuisine coverage) to reconcile backlogs and identify areas for improvement, especially with disparities of coverage. **Editor-in-chief.** *HARLOT Magazine*, August 2015–June 2016.
- Oversaw all aspects of content creation and distribution, including hiring writers, approving pitches, editing articles, giving assignments to writers and coordinating a continuously maintained editorial calendar.
- Led regular editorial and personnel meetings with staff on the direction and corporate culture of the website.
- Coordinated with staff artists and designers to help maintain a singular and unique aesthetic identity for the site and its content.
- Wrote or edited sponsored and promoted posts.

