

MARY ANN DUBE, COPYEDITOR

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ABOUT ME

I've been working professionally as a writer and editor since 1997, where I began as an assistant editor for PR Newswire. I moved from that role into a production editor for Everyday Learning Corporation (which was a part of the Tribune Company), editing third grade math text books.

I explored many different facets of writing and editing from managing editor of Fancy Food and Culinary products magazine to web editing for Accenture, Farm Progress Companies, Home Shopping Network, the University of Kentucky College of Law, and the Federal Reserve Board of Governors.

I've worked for internal creative departments, advertising agencies, and marketing agencies. I've also worked in marketing and internal communications.

All of this experience has come together to create the story of who I've become, a very insightful copyeditor. My strength is taking your words and making them stand out. I want your story to be clear and poignant. This is who I have become. Let's talk!

INDUSTRY EXPERIENCE

I have experience in Consumer Packaged Goods (CPG), Education, Industrial Manufacturing, Agriculture, Business Consulting, eCommerce, Retail, Publishing, Medical Device/Software Applications, Wholesale Construction/Distribution, Pharmacy Benefits Management, Commercial Health Insurance, Medicaid, Government/Financial, and Technology.

WORK EXPERIENCE

Copyeditor (Contract)

The Ohio State University Wexner Medical Center – Columbus, OH (Remote) February 2023 to Present

Communications Analyst (Contract)

Tenneco – Chicago, IL (Remote) April 2022 to Present

Responsible for the maintenance and global delivery of all Tenneco Global Information Security team communication output, both internally and externally through the creation and delivery of emails, newsletters, and other information security based publications as well as design and maintenance of the Information Security team intranet site. Creation of marketing and promotional materials, both print and electronic. Copyediting, proofreading, and revising of proposed internal communications. Designing and launching targeted information security email marketing and awareness campaigns; Creating and deployment of Tenneco Global Information Security Team internal and external site design and operation within the SharePoint 2013 environment. Partnering with Corporate Communications function to ensure adherence to defined Tenneco communication guidelines. Planning and delivery of education courses and materials in coordination and conjunction with the Information Security function. Development of communications strategies and campaigns. Coordination with IT, Legal, HR, and Finance to solicit content suggestions and requirements for training, awareness or communications to Tenneco's global employees and the production and delivery of Information Security training modules for deployment through Tenneco's LMS as well as on site.

Copywriter

EmpiRx Health - Montvale, NJ June 2021 to March 2022

I wrote and edited copy across channels including, social, web, email, sales collateral, brand content (articles, blog posts). I also assisted in the development of marketing communication strategies; developed and evolved the brand voice and ensured consistency across all communications; I brainstormed ideas and concepts as a key member of the creative department; and translated complex material into consumer-friendly copy.

Email Marketing Specialist

FRONTGATE - West Chester, OH October 2019 to May 2021

As the Email Marketing Specialist for Frontgate, I was responsible for building customer segments, setting up and testing promotions, scheduling emails in our email tool, and reporting on the results of campaigns and tests. I also assisted the Email Marketing Manager in developing email marketing campaign strategy with specific timing, themes, and offers to communicate relevant messages, while balancing the needs of multiple sales channels and strategic initiatives. I coordinated email and web marketing plans. Ensured timely execution of email campaigns coordinating with various areas of the Planning, Merchandising and Design departments. I completed final testing and QA on all emails for compatibility with web browsers and email clients; ensuring all links, images, subject lines and list segments are correct. Identified, tested, and implemented new email campaigns triggered by specific customer events. Analyzed and reported on results of all email campaigns, web marketing promotions, and test initiatives and provide regular updates. Established email-related campaign codes and disclaimers, tracking, and testing tasks. Launched, targeted, and tracked email performance utilizing Sales Force as the email distribution tool. I created print flyers with Adobe Photoshop for all Frontgate Outlets, weekly.

Copywriter/Editor (Contract)

Winsupply

February 2018 to August 2019

I assisted in the editing of millions of product marketing descriptions for the Win supply eCommerce site. The product names and descriptions were populated from an ERP system automatically, which is why it was such an important process. The right marketing descriptions and item names are necessary for SEO and UX. The products being edited are for use in the construction, plumbing, electrical, and HVAC industries.

Internal Communications Editor (Contract)

Teradata - Miamisburg, OH August 2017 to December 2017

I assisted with the creation and editing of both weekly and monthly sales and marketing newsletters to the International and Domestic teams. I used Adobe Creative Suite to render graphics for email communications.

Senior Marketing Specialist/Editor

CareSource - Dayton, OH May 2016 to December 2016

I facilitated the production of support materials for the CareSource Marketplace benefit plans in Ohio, Kentucky, and West Virginia as well as the materials for both Indiana and Georgia Medicaid products. This extended to working with an agency to create billboard messaging and strategic ad placement. I worked with the legal, sales, and compliance teams to ensure error-free messaging.

Senior Copywriter

Anthem, Inc. - Mason, OH September 2013 to February 2016

I crafted the plan benefit messaging for members, employers, and physicians including email, member guides, and letters. Originally assigned to large accounts which included Verizon, U.S. Airways and many others. I also worked on specialty messaging for dental and vision offerings.

Technical Writer/Editor (Contract)

Papa John's - Louisville, KY September 2012 to September 2013

I was one of two writers/editors crafting the help text for Papa John's POS system to be used around the world. This text was created in tandem with the technical team as the software was being developed.

Senior Copywriter/Technical Editor

WellDoc, Inc. - Baltimore, MD April 2011 to May 2012

- Established the voice and tone of, Diabetes Manager - the first FDA-approved mobile app for the management of diabetes.
- Developed a content development, review, and approval process that incorporated systematic, cross-functional review and approval for the Well Doc Diabetes Manager® app and website tools.
- Built a comprehensive handset inventory that allowed tracking and management of mobile handsets supported with key hardware capabilities for the Well Doc Diabetes Manager® app
- Developed new objectives and content that allowed Well Doc to move from a "reference manual" style to a more practical and useful user guide." These new guides were so well-received by AT&T that they decided against hiring an outside agency to "rework" the guides.
- Developed a set of realistic patient, Healthcare Provider and Case Manager profiles based on market data for screenshot purposes used in collateral, training and presentations for WellDoc's DiabetesManager® app.

Sr. Web Editor

Federal Reserve Board of Governors - Washington, DC October 2009 to March 2011

I was one of three editors responsible for the daily maintenance of the Federal Reserve's public facing website, posting and verifying content provided by the Federal Reserve's economists and other contributors to accurate content across the site. I also provided assistance to the Internal Communications team by managing content for Inside the Board, the internal web portal for employees of the Federal Reserve. I also utilized DreamWeaver to update intranet content. I used Adobe PhotoShop to create graphics for the Intranet, as well as created information architecture blueprints using InDesign.

Associate Creative Director/Content

BRC Marketing - Dayton, OH April 2006 to January 2009

Crafted messaging for key products and initiatives. Reviewed and approved copy, providing direction and feedback to team members to ensure clear, compelling and brand-appropriate copy. Collaborated with Art team to deliver engaging, creative, brand-building concepts. Managed the copy department workflow; assigning, prioritizing and reprioritizing work to ensure on-time delivery of projects. Interacted and interfaced with other company departments acting as primary representative of content development.

Senior Copywriter/Content Strategist

Whittman-Hart Interactive - Cincinnati, OH April 2003 to February 2006

Lead strategist and content producer for Tide Fabric Care Network's Tips & Timesavers newsletter, a monthly e-mail publication from Tide, Downy and Bounce that reached nearly three million subscribers to drive brand and site loyalty and increase awareness and product acceptance. Key member of a delivery team that created, implemented and delivered strategy for Tide.com, Bounceeverywhere.com, Downy.com and Dreft.com including promotions, new product launches, product repositioning and partnership programs.

EDUCATION

Bachelor's in University Studies (Liberal Arts)

Southern Illinois University-Carbondale & Niigata Japan

SKILLS

- Microsoft Office • Microsoft Excel • Marketing • Social Media Marketing • SEO • Communications • Microsoft Word • Adobe Creative Suite
- Email Marketing • Digital Marketing • HTML • User Experience (UX) • Copywriting • WordPress
- Content Management Systems • Technical Writing • Canva • SharePoint • Microsoft Teams • Google Docs