



Mary Ann Dube

Writer. Editor. Poet. Photographer.

937-751-0765 | maryanndube@outlook.com | www.maryanndube.com
2322 Shroyer Road, Oakwood, OH 45419

I find the words.

KEY COMPETENCIES

Copywriting
Copyediting
Content Creation

UX Writing
Technical Writing
Medical Writing

Social Media
Communication Strategy
Content Design

SEO
Design
Brand Development

PROFESSIONAL EXPERIENCE

FREELANCE COPYEDITOR

FEB 2023 - OCT 2023

Portfolio Creative: The Ohio State Wexner Medical Center

I assisted with the copyediting of The Ohio State Wexner Medical Center marketing materials.

Skills: YouTube Studio · Microsoft Teams · Adobe Workfront · Microsoft Office · AP Stylebook

COMMUNICATIONS ANALYST

APR 2022 - JUN 2023

Swoon Staffing: Tenneco

I was 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.

Skills: Email · Newsletters · Microsoft Teams · Yammer · Canva (Design Platform)

COPYWRITER

JUN 2021 - MAR 2022

EmpiRx Health

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.

Skills: Social Media Communications (LinkedIn) · Marketing Copy · Daily Copy · Content Planning · Copywriting

EMAIL MARKETING SPECIALIST

OCT 2019 - MAY 2021

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 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 Salesforce as the email distribution tool Coherent Path. I created print flyers with Adobe Photoshop for all Frontgate Outlets, weekly.

Skills: Email Distribution · Mass Email Marketing · Retail · Salesforce Marketing Cloud · Coherent Path

COPYWRITER/COPYEDITOR**FEB 2018 - AUG 2019****Creative Circle: WinSupply**

I edited product marketing descriptions for WinSupply's newly created eCommerce site. The product names and descriptions were populated from an ERP system automatically, and then edited for both a B2B and B2C audience. I additionally assisted with the development of UX copy that catered to the construction, plumbing, electrical, and HVAC industries.

Skills: Product Descriptions · E-Commerce · UX Writing

INTERNAL COMMUNICATIONS SPECIALIST**AUG 2017 - DEC 2017****Tailored Management: Teradata**

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.

Skills: Email Newsletter Design · Email newsletters · Adobe Creative Suite · Newsletters · Copy Editing

SENIOR MARKETING SPECIALIST**MAY 2016 - DEC 2016****CareSource**

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.

Skills: Project Management · Medicaid Managed Care · Affordable Care Act · Copy Editing · Marketing

SENIOR COPYWRITER**SEP 2013 - FEB 2016****Anthem, Inc.**

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.

Skills: Marketing Resource Management · Content Creation · Video Scripting · Daily Copy · Copywriting

TECHNICAL WRITER/UX WRITER/**SEP 2012 - SEP 2013****TEKSystems: Papa John's International, Inc.**

I was responsible for the development of the help text and training materials 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. They implemented a touch screen POS from a DOS entry system.

Skills: Point of Sale (POS) Systems · Employee Training · Training Manuals · User Experience Writing · Technical Writing

EDUCATION**CONCORDIA UNIVERSITY ST. PAUL****DEC 2025**

Master of Fine Arts, Creative Writing

SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE & NIIGATA, JAPAN**MAY 1996**

Bachelor of Arts, University Studies (Honors Liberal Arts)