

Jayne Blanchard

410.490.5079

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### **SKILL SET/COMPETENCIES**

- Demonstrated expertise in writing and editing
  - Feature writing, journalism
  - Medical writing and editing
  - Marketing
  - Digital and web content
  - Email and social media blast campaigns
  - Copy writing and editing
  - Fiction and non-fiction
- Proven copy editing and proofreading skills
- Proficiency in project management and adeptly juggling multiple projects and deliverables
- Communication strategizing and planning experience
- Strong capabilities in brainstorming, executing and evaluating communication plans
- Collaborating with graphic designers, digital teams, IT teams, photographers, videographers, data analysts, subject matter experts, doctors, researchers, academics

### **PROFESSIONAL EXPERIENCE:**

- **Johns Hopkins HealthCare LLC, Senior Copy Writer**  
*March 2018-Present*
- **CareFirst Blue Cross Blue Shield, Senior Communications Writer/Editor**  
*February 2012-February 2018*
- **Johns Hopkins Bloomberg School of Public Health, Communications Specialist, Center for Adolescent Health and Center for Alcohol Marketing and Youth (CAMY)**  
*December 2006-January 2012*
- **Writer and Editor, Various**  
*June 1979-present*
- **Managing Editor, ADAM Magazine**  
*September 2001-June 2002*
- **Chief Copy Writer, Daedalus Books and Music**  
*August 1998-September 2001*
- **Theatre and Arts Writer, St. Paul Pioneer Press, Washington Times, DC Theatre Scene**  
*December 1992-Present*
- **Book Author, The Teen Years Explained, More Time for Teacher, You'll Never Eat Lutefish in This Town Again, The Salon, Amazone, Aunt Fernanda**  
*January 1998-present*
- **Radio/TV Work, WETA-FM, Channel 26, WAMU, KTCA**  
*June 1988-2010*

### **EDUCATION:**

- B.A., English, cum laude, Notre Dame University of Maryland
- Graduate writing courses at Johns Hopkins University, Georgetown University; critic fellow at Eugene O'Neill Theater Center.

**References Available Upon Request.**