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# JANNA LAWSON

CONTENT SPECIALIST

WWW.JANNANOTJENNA.COM

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JANNALAWSON13@  
GMAIL.COM



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WWW.LINKEDIN.COM/IN/  
JANNALAWSON

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## WHO, ME?

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I'm a creative copywriter/UX writer with a keen eye for style and grammar, excited about providing charming, SEO-driven content for any industry.

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## LANGUAGES

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English: Native (US)

Dutch: NT2

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## E X P E R I E N C E

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### SIGNIFY (FORMERLY PHILIPS LIGHTING)

*Eindhoven, NL • In-house UX writer/copywriter/editor*

August 2018 – Present

Nestled happily between the Philips Hue marketing communications and UX design teams, I'm one half of a two-person copywriting/UX writing team. I work hard to keep Hue's words and voice correct, consistent, and friendly:

- Create, edit, and maintain the global copy and guidelines for the Philips Hue brand
- Write and edit SEO-optimized web copy, social media posts, UI copy/microcopy, press releases, and other miscellaneous communications
- Created, implemented, and meticulously maintain the Philips Hue style guide and tone of voice guidelines

### CHAPTER 98

*Oss, NL • Freelance writer, editor, and content specialist*

October 2018 – Present

As a writer and editor, I strive to provide the most engaging, accurate, and effective content possible for web, app, print, and other forms of media while keeping a close eye on style and grammar. Working with clients in various industries allows me to adapt my ever-evolving writing style to any tone of voice.

### OFFICITE

*Chicago, IL, USA • Freelance copywriter*

August 2014 – April 2019

In this role, I worked with editors to provide SEO-driven, keyword-rich blog posts and articles for over 630 clients in the medical field.

### FRIEDBERG INVESTMENT MANAGEMENT

*Houston, TX, USA • Client Specialist*

March 2013 – January 2015

As a client specialist, I worked closely with two producers with approximately \$350m assets under management to provide smooth and client-friendly transactions.

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## E D U C A T I O N

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### DEPAUL UNIVERSITY

2007-2009

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## B O N U S   S K I L L S

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Microsoft Office, Sketch, em dash advocacy, Adobe CC