

Jane Roper

COPY, CONTENT & MESSAGING STRATEGY

I'm a strategy-first, senior-level storyteller who helps brands and people figure out what to say and how to say it. I catch on fast, work even faster, and keep my ego in a cage in my basement where it can't cause any trouble.

CONTACT

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EDUCATION

The Iowa Writers' Workshop, MFA in Fiction Writing

Williams College
BA in Anthropology

AWARDS

Francis W. Hatch
One Show
MITX

BOOKS

The Society of Shame
(Vintage/Anchor 2023)

Double Time: How I Survived—and Mostly Thrived—Through the First Three Years of Mothering Twins
(St. Martin's, 2012)

SENIOR COPYWRITER & MESSAGING STRATEGIST Freelance, 2010 – Present

I work through agencies and directly with clients across a wide range of industries, with a focus on B2B technology, financial and professional services, healthcare, life sciences, education, and nonprofits.

- Concepts and copy for websites, ads, brochures, and video, plus naming and taglines
- Short and long-form content including blog posts, emails, case studies, eBooks, and white papers, optimized for SEO / AEO when needed
- Editing of AI-generated content to improve readability and tone, and to reflect brand voice

Recent clients include The Liberty Mutual Foundation, Bullhorn, GlaskoSmithKline, Perkins School for the Blind, GoTo, Boston University, Pegasystems, MassMutual, and Tufts Health Plan.

BOOK COACH & DEVELOPMENTAL EDITOR Freelance, 2004 – Present

I help established and aspiring authors write their books and prepare them for publication through coaching, editing, and manuscript assessments.

SENIOR COPYWRITER PARTNERS & Simons (now MERGE), 2004 – 2010

Developed concepts, copy, and content across all media, including TV, radio, print, outdoor, and online, for clients including AIG, Blue Cross Blue Shield of Massachusetts, The United Way, Sanofi/Genzyme, MEFA, Copyright Clearance Center, Sovereign Bank, and Tufts Medical Center, and Ropes & Gray.

COPYWRITER Arnold Worldwide, 2000-2001

Developed online copy and concepts for Volkswagen, outdoor advertising for McDonald's