

{Jennifer Orlando Newton}

[linkedin.com/in/jenniferorlando](https://www.linkedin.com/in/jenniferorlando)

{Profile}

- More than four years of experience as a writer and editor for print and digital publications
- Ability to distill complex concepts into clear, enticing copy while adhering to brand voice and style
- Thoughtful self-starter with a keen attention to detail and steadfast work ethic
- Strong desire to be constantly learning and growing

{Professional experience}

May 2008 –
present

Charles Schwab & Co., Inc. | San Francisco, Calif.

Senior Manager, digital content strategist, [Schwab.com](https://www.schwab.com) (March 2011 – present)

Manager, editor, [On Investing](https://www.oninvesting.com) (March 2010 – March 2011)

Senior Specialist, editor, [Schwab.com](https://www.schwab.com) (May 2008 – March 2010)

- Generate compelling story ideas and provide editorial oversight for various client-facing content channels, including online expertise, client magazine, email newsletter and iPad application
- Maintain editorial calendar for educational content and social media campaigns
- Ghostwrite and edit commentary from Schwab experts on topics ranging from breaking market news to retirement and personal finance
- Write copy for digital, print and social media channels that is at once engaging and compliant with strict industry regulations
- Develop internal style guide, editorial workflow and content templates
- Work with business partners, subject matter experts and outside agencies to design and execute online content experiences for Schwab's educational offerings
- Manage relationships and set expectations with internal and external creative agencies
- Support various company initiatives, including development of iPad application and selection of brand-worthy infographics agency
- Develop social media strategy for Schwab's timely and educational content
- Analyze metrics for online content and monthly email newsletter, and adjust strategy accordingly

July 2007 –
May 2008

e.Republic, Inc. | Folsom, Calif.

Copywriter, Research and Custom Publications

Research associate, Centers for Digital Government and Education

- Propose, research and write original articles for *Converge* magazine
- Maintain magazine's editorial calendar
- Generate content and manage daily updates for the [Converge](https://www.convergemagazine.com) website
- Write custom copy for a variety of communications, including technical white papers, client advertorials and in-house periodicals
- Copyedit and proofread all outbound publications

February 2007 –
June 2007

Littleton High School | Littleton, Colo.

Long-term substitute teacher, Language Arts Dept.

- Develop semester-long education plan tailored to the needs of each class
- Create daily lessons and student assessments, as well as specialized assignments for non-native English speakers
- Use assessment data to refine curriculum and inform instruction

{Education}

2011 **San Francisco State University**

Professional development, Social Media Marketing

2010 **Pace University**

Professional development, Publishing

2002 – 2006 **Colorado State University**

Bachelor of Arts, English | Concentration in education

{Skills and interests}

- Working knowledge of *AP Stylebook* and *Chicago Manual of Style*
- Strong understanding of print and online best practices
- Basic knowledge of Adobe Photoshop and Illustrator
- Comfortable managing multiple concurrent projects
- Fun and personable, if not a bit quirky
- Amateur blogger, graphic designer and video editor