

# Jennifer Chastka

Editorial professional with experience in publishing, content development, and cross-departmental project management.

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## SKILLS

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### Editing

AP Style Guide  
CMS Style Guide  
Text Editing  
Proofreading

### Writing

Articles  
Blogs  
Book Reviews  
Social Media Posts

### Software

Microsoft Suite  
Google Workspace  
Canva  
Notion

### Administration

Scheduling  
Project Management  
Communication  
Multitasking

## EXPERIENCE

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### Bookstr, Content Creator/Writer June 2025 - Present

- Write, schedule, and publish platform-specific digital content supporting brand campaigns across Instagram, Bluesky, and Threads.
- Grew Instagram audience to **90K+ followers** through consistent voice, audience-aware messaging, and trend-informed content strategy.
- Monitor performance trends, hashtags, and audience response to refine content direction.
- Review and approve outbound posts to ensure alignment with brand standards and messaging guidelines.

### Retractable Technologies, Inc., Writer/Editor Feb. 2024 - April 2025

- Wrote and edited **website copy, email campaigns, social media content, and long-form editorial content** supporting brand education and outreach initiatives.
- Developed content for *Nurse Point*, the company’s inaugural quarterly magazine, translating complex medical topics into accessible, audience-focused language.
- Launched and managed the company’s first Instagram account to increase brand awareness and audience engagement.
- Collaborated cross-functionally to ensure consistency in tone, clarity, and accuracy across platforms.

### ASCENDtials, Volunteer Copywriter August 2023 - February 2024

- Writing clear, compelling copy for various mediums (e.g., ads, blog posts, newsletters).
- Working with creative professionals to build marketing projects and campaigns.

### Publishing Concepts, Inc., Editor April 2019 - January 2024

- Edited manuscripts across multiple stages of book production, ensuring quality and consistency.
- Won an award for “Pursuing Excellence Purposefully” for finishing the most projects in 2020.

## EDUCATION

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**University of North Texas, Denton, TX**— *BA English* 2016 - 2018 **Writer's Digest University**— *Cert., Copy Editing* January 2023 - March 2023

**Elvtr**— *Cert., Publishing* April 2025 - May 2025