



# JOY E. RANCATORE

CONTENT WRITER & EDITOR

## PROFILE

Creative content writer and editor specializing in books, newsletters, web copy, blogs, press releases and brand cohesion, with 25 years of exceptional journalistic and author performance and editorial influence on award-winning publications and authors.

### Key achievements:

- Capturing clients' voices to communicate their passions.
- Developing author-specific style guides for indie authors.
- Using storytelling to captivate customers or readers.

## EDUCATION

### William Carey University

2001 – 2005

- Bachelor of Arts in Journalism and in English with a minor in Spanish
- Summa Cum Laude

## CONTACT

### Email:

[joy@joyerancatore.com](mailto:joy@joyerancatore.com)

### Website:

[www.joyerancatore.com/writer](http://www.joyerancatore.com/writer)

### Phone:

985-288-7737

## SKILLS & TOOLS

See Page 2

## WORK EXPERIENCE

### Logos & Mythos Press: Publisher, Editor, Author | 2019 – Present

- Identify connections between readers and authors and construct platforms, programs and events to nurture them
- Develop a business plan and brand strategies to include 3 websites, immediate and long-term production calendars and short- and long-form content
- Manage 5 published books, 10 written books, 19+ edited books, 6+ in-production books, 23+ short stories, 150+ blog posts and 5 regular and ongoing newsletters
- Co-host and produce a podcast (5 seasons, 160+ episodes)
- 2022 Indie Author Project Louisiana Winner

### Freelance: Writer, Editor, Proofreader, Brand Manager | 2006 – 2021

- Created digital and print short- and long-form content for businesses and publications
- Boosted SEO optimization on websites and in blog articles
- Tailored all content to the clients' brands and/or voices
- Delivered quality magazine and news articles on deadline
- Collaborated with clients from the following business categories: news, book publishing, media, design, law, academia, health, web and app development, non-profit, fashion, B2B, B2C

### Southeastern Baptist Theological Seminary: News & Information Specialist | 2006 – 2007

### The Mississippi Press: Reporter | 2005 – 2006

### The Times, The Petal News, The Advertiser News: Reporter | 2004

### World Journalism Institute: Fellow | 2003

### Twin Lakes Summer Camp: Camp Photojournalist | 2002

### The Cobbler, The Crusader: Reporter, Photographer, Page Editor, Section Editor | 2001 – 2005

### The Wayne County News: Reporter | 1999 – 2001

### Elizabeth Jones Library: Assistant | 1998

## SKILLS & TOOLS

### PRACTICAL TOOLS

**Adobe:** InDesign, Photoshop

**Apple:** iMovie, Keynote, Pages

**Communication:** Calendly, Discord, GroupMe, MailChimp, MailerLite, Skype, Slack, Trello, WhatsApp, Zoom

**Google:** Analytics, Docs, Drive, Forms, Mail, Meet, Sheets

**Microsoft:** Email, Excel, OneDrive, PowerPoint, Teams, Word

**Other:** Bitly, Dropbox, Eventbrite, Linktree, Meetup

#### **Other Design & Writing Platforms:**

Canva, QR Code Generators, QuarkXPress, Scrivener

**Podcasting:** iTunes, Podbean, Spotify, YouTube

**Publishing Platforms:** Blogger, BlogSpot, Blurb, Draft2Digital, IngramSpark, KDP, Lulu, Medium, Substack

**Social Media:** Airtable, Facebook, Goodreads, Hootsuite, Instagram, LinkedIn, Meta Business Suite, Pinterest, StoryGraph, X, YouTube

**Web Building:** DiviBuilder, Drupal, Monster InSights, Squarespace, Wix, WordPress, Yoast SEO

# JOY E. RANCATORE

CONTENT WRITER & EDITOR

### CRAFT SKILLS

---

#### **Advanced Techniques**

Analysis Skills, Attention to Detail, Blogging, Brand Management, Business Publications, Client Voice Match, Content Management Systems, Content Strategy, Creative Content Development, Creative Nonfiction, Creative Writing, Editing (all types and styles), Editorial Standards, Email Sequences, Fact-checking, FAQ Development, Feature Writing, Fiction, Grammar, Informative Writing, Interviewing, Journalism, Narrative Nonfiction, News Writing, Presentation Development, Professionalism, Project Management, Proofreading, Public Speaking, Publishing, Punctuation, Revisions, Spelling, Storytelling, Syntax, Teaching, Workshop Development, Writing

#### **Experienced Techniques**

Academic Publications, Branding and Identity, Content Management, Creative Strategy, Customer Service, Digital Copywriting, Email Marketing, Entrepreneurship, Keyword Research, Livestreaming, Magazines, Newspapers, Newsroom, Online News Platforms, Opinion Writing, Photography, Photography Editing, Podcast Show Notes, Podcasting, Public Relations, Research, SEO, Social Media, Videography, Web Content Writing, White Pages

#### **Styles**

American Psychological Association (APA), Associated Press (AP), Chicago Manual of Style, Modern Language Association (MLA), New Oxford Style Manual, The Canadian Style, Turabian Style

#### **Experienced with editing American (USA), Australian, British and Canadian English**

### CONTACT

---

**Email:** [joy@joyerancatore.com](mailto:joy@joyerancatore.com)

**Website:** [www.joyerancatore.com/writer](http://www.joyerancatore.com/writer)

**Phone:** 985-288-7737