

Joy E. Rancatore

Content Writer & Editor, Communications Consultant



Slidell, LA



(985) 288-7737



joy@joyerancatore.com



joyerancatore.com/writer

EXPERTISE

Adaptability & Self-motivation
Advocacy & Volunteerism
Attention to Detail
Blogs, Books, Newsletters, Press
Releases, Social Media, Web
Copy & White Pages
Brand Management
Communication: Interpersonal,
Spoken, Written
Community Service
Content Strategy & Development
Copywriting & Editing
Deadlines
Event & Campaign Management
Media Relations
Photography & Design
Planning & Organizing
Relationship-focused Public
Relations
Story-driven Marketing
Teaching & Workshops
Teamwork & Team Management

EDUCATION

BACHELOR OF ARTS
William Carey University
Hattiesburg, Miss.
Majors: Journalism, English
Minor: Spanish
Summa Cum Laude
2001 – 2005

PROFILE

Writer and editor with 25+ years experience in deadline-driven, collaborative journalistic, academic, literary, business and public relations environments, known for excellence in communication, adaptation, discipline, organization, research and project management. Extensive experience with brand management initiatives and story-driven marketing for businesses, nonprofits, creatives, organizations and events. Adept at public speaking and presentation development, in person or virtual.

PROFESSIONAL EXPERIENCE

AUTHOR, PUBLISHER, EDITOR, PUBLICIST APR 2019 – PRESENT
Logos & Mythos Press LLC, Slidell, La.

Independent award-winning author/publisher, committed to writing the soul with heart and editing with quality. Maintain an ambitious book publishing schedule along with five regular newsletters, frequent blog posts and social media outreach.

- 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.
- Co-host and produce a podcast (5 seasons, 160+ episodes).

WRITER, EDITOR, COMMUNICATIONS CONSULTANT OCT 2007 – PRESENT
Freelance, Wake Forest, N.C., & Slidell, La.

- Create digital and print short- and long-form content for businesses and publications and boost SEO optimization on websites and in blog articles.
- Tailor all content to clients' brands and/or voices.
- Deliver quality magazine and news articles on deadline.
- Collaborate with clients from the following: news, publishing, media, design, law, academia, health, web and app development, nonprofit, fashion, B2B, B2C.

NEWS & INFORMATION SPECIALIST JUL 2006 – SEP 2007
Southeastern Baptist Theological Seminary, Wake Forest, N.C.

REPORTER MAY 2005 – JUN 2006
The Mississippi Press, Pascagoula, Miss.

CAMPUS COORDINATOR AUG 2004 – MAY 2005
The Partnership for a Healthy Mississippi On Campus, Hattiesburg, Miss.

REPORTER MAY 2004 – AUG 2004
The Times, *The Petal News*, *The Advocate*, Hattiesburg, Miss.

FELLOW SUMMER 2003
World Journalism Institute, Asheville, N.C.

CAMP PHOTOJOURNALIST MAY 2002 – JUL 2002
Twin Lakes Summer Camp, Florence, Miss.

REPORTER, PHOTOGRAPHER, PAGE EDITOR AUG 2001 – MAY 2005
The Cobbler, *The Crusader*, Hattiesburg, Miss.

REPORTER JUN 1999 – JUL 2001
The Wayne County News, Waynesboro, Miss.

ASSISTANT SPRING 1998 – SUMMER 1998
Elizabeth Jones Library, Grenada, Miss.

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PRACTICAL TOOLS

Adobe: InDesign, Photoshop

Apple: iMovie, Keynote, Pages

Communication: Calendly, Discord, GroupMe, MailChimp, MailerLite, 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

VOLUNTEER EXPERIENCE

SHEPHERD, COORDINATOR, UNIT LEADER, MENTOR
American Heritage Girls Troops LA0335 & LA2013

AUG 2012 – PRESENT

FOUNDING MEMBER, COMMUNICATIONS DIRECTOR & TEACHER
Slidell Family Homeschoolers

AUG 2014 – DEC 2015

COMMUNITY SERVICE PARTICIPATION

AUG 2010 – PRESENT

Berries, Bridges & Books Conference, Boy Scout Troop 365 Fundraisers, Faith Bible Church, Keep Slidell Beautiful, Louisiana Book Festival, Mobile Literary Festival, Northside Baptist Church, Pearl River County SPCA, Redeemer Lutheran Church (LCMS), Slidell Christian Home Educators Fellowship (SCHEF), Slidell Ladies for Liberty, STARC, Wind Dancer Equine Rescue Ranch

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, Event Planning, Fact-checking, FAQ Development, Feature Writing, Fiction, Grammar, Informative Writing, Interviewing, Journalism, Narrative Nonfiction, News Writing, Newsletters, 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, Press Releases, Public Relations, Research, SEO, Social Media, Video Editing, 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