

ADDRESS: 626 UPPER HORNING RD,
HAMILTON ON L9C 7P9
PHONE: 289-808-5541
EMAIL: JANINE@JANINEDUFF.COM
ONLINE: JANINEDUFF.COM

JANINE DUFF
Copywriting Maven



CREDS

MASTERS OF FINE ARTS 2008
McMaster University Hamilton, ON
Ella Julia Reynolds Scholarship Recipient - English

BACHELOR OF ARTS 2007
McMaster University Hamilton, ON



PEOPLE I KNOW

Carbonated Interactive Inc, ClubZ Tutoring, The Evasons, Petaholics Inc, Asthma Society of Canada, Darcor Casters Ltd, ElectroMaax, Metroland Media, Division of eLearning, Echoform

WHAT I ROCK AT

- ✓ WRITING STRATEGIC, COMPELLING COPY THAT PERSUADES YOUR TARGET AUDIENCE TO TAKE ACTION AND BUST A MOVE
- ✓ BRINGING YOUR BUSINESS VISION TO LIFE WITH CREATIVE AND ENGAGING CONTENT MARKETING TOOLS
- ✓ KEEPING YOUR CLIENTS IN THE LOOP WITH INFORMATIVE AND VALUABLE CONTENT, SO THEY'LL NEVER FALL OUT OF LOVE WITH YOUR AWESOME BRAND
- ✓ SKYROCKETING YOUR LEADS AND BOOSTING YOUR SALES WITH POWERFUL WORDS THAT'LL LEAVE YOU LOOKING ULTRA PROFESSIONAL, PROVING YOU'RE AN EXPERT IN YOUR FIELD
- ✓ CREATING BUZZ FOR YOUR BUSINESS BY COMMUNICATING YOUR MESSAGE IN A CLEAR, FUN AND DYNAMIC FASHION

WHAT I'VE DONE

MEDICAL REPORT WRITER | ECHOFORM
HAMILTON, ON | APRIL 10-PRESENT

FREELANCE REPORTER | METROLAND MEDIA
HAMILTON, ON | OCT 08-MAY 09

MEDICAL COPYWRITER/RESEARCHER | DELI
Division of E-Learning
HAMILTON, ON | SEPT 08-JUL 09

WRITING INSTRUCTOR | MCMASTER UNIVERSITY
HAMILTON, ON | SEPT 07-APR 08



AND HERE ARE A FEW OF MY FAVOURITE THINGS:

MONKEY YOUTUBE VIDEOS, MAC&CHEESE, MY BOXER DOG, VINTAGE FASHION, LATTES, HORSEBACK RIDING, THE DRIVE-IN, SPONTANEOUS DANCE PARTIES, FARMERS' MARKETS, KICKBOXING, HISTORICAL FICTION, SCRABBLE, HIKES

WHAT I'VE LEARNED

- Web Copy
- SEO Copy
- Newsletters
- E-Reports/Books/Modules
- Email Marketing
- Blog Posts
- Case Studies/Reports
- Articles (Magazine/Newspaper/Online)
- Press Releases
- Speeches
- Press Kits
- Sales Letters
- Biographies
- Landing Pages
- Research/Interviews
- Essays
- Product Descriptions
- Advertisements
- Technical Writing
- Direct Response Mail
- Taglines/Slogans
- Editing/Proofreading

GOSSIP

"The finished product received from Janine was excellently done and truly reflected what we wanted. It appeared that she took a lot of time to consider and research the background information and used it to produce an accurate and impacting end result." – Tessie Abugan, Director of *Central Health Institute*

"Thank you for writing our biography promotional piece! We're very pleased with your work and hope to do another project in the future." – Jeff Evason, *The Evasons*

"This is great. You've struck a good balance between fun and informative, just what I was looking for!" – Geoff Small, Carbonated Inc.