



# DELANEY JOBÉ

## CONTACT

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[www.delaneyjobe.com](http://www.delaneyjobe.com)

## EDUCATION

University of Missouri

Bachelor of Journalism Degree

Emphasis: Strategic Communication,

Copywriting & Public Relations

Minor: Business

## NOT-SO-HUMBLE BRAGS

- University of Missouri Dean's List
- Entrepreneurship Scholarship
- National Society of Collegiate Scholars
- 4.99 Star Uber Ranking

## SOCIAL MEDIA

Instagram | TikTok | Twitter: @DelaneyJobe

Facebook | LinkedIn | YouTube: Delaney Jobe

## SKILLS

- Humming Show Tunes
- Adobe Creative Suite
- Video & Podcast Editing
- Social Media Content Writing & Development
- Marketing & Communications
- General Shenanigans & Tomfoolery

## WEAKNESSES

- Difficulty Folding Fitted Sheets
- Throws up Peace Signs at Inappropriate Times
- Uses Peanut Butter as a Coping Mechanism

## WORK EXPERIENCE

### CREATIVE COPYWRITER

JOURNEYS | 2021-CURRENT

- Short and long-form copy for print, digital, and video
  - Ownership of the Journeys Blog
  - YouTube, Twitch, & Journeys TV concepts and copy
- Social Media
  - Influencer content planning
  - Social media post copy
  - Events with brands like Crocs in the Metaverse, Croctober, and more
- Seasonal Campaigns, Themes, & Taglines

### FREELANCE WRITER

ADOGY | 2019-2021

NEW HONOR SOCIETY | 2019-2021

ROCKHOUSE ADVISORS | 2017-2021

- Short and long-form copy for print and digital use
  - Published in USA Today, Forbes, BuzzFeed, and similar publications
- Social media copy across all platforms
  - Microsoft Education accounts including TikTok, Twitter, Instagram, Facebook, LinkedIn, and Pinterest
  - Influencer research for Instagram and TikTok campaigns
- Contributions to several brand voices, video projects, and websites

### PODCAST WRITING & SOCIAL MEDIA COPY

THE LIBERAL CONSPIRACY PODCAST | 2021

HEAD GAMES PODCAST | OCTOBER 2020-2021

TLC, hosted by Josh Burstein, breaks down complicated issues in an approachable, comedic way.

Head Games is a show hosted by your everyday sports bros who happen to have PhDs. Drs. Benjamin Rosenberg and Bret Levine talk all things sports, but from a behavioral science standpoint.

- Social content
- Writing assistance
- Publication and guest outreach, collaboration, and growth

### ADZOU MOTIF AGENCY

COPYWRITER | 2019 SPRING SEMESTER

AdZou is the University of Missouri School of Journalism's in-house agency. As the copywriter for our team I helped our client, Custom Complete Automotive, reach college students in our area.

- Planbook copy, editing, and production
- Brand voice and guidelines
- Copy for website, social media, and promotional materials

### COPYWRITING INTERNSHIPS

NEW HONOR SOCIETY | SUMMER 2019

OSBORN BARR & PARAMORE | SUMMER 2018

Billable projects for clients including Bioré, Microsoft Education, The United States Soybean Export Council, the United Soybean Board, and more.

- Concept brainstorming, research, and focus groups
- Social, digital, and print copy
- Web stories, blog posts, and other publication writing