

# John P. Ribner

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www.jpribner.com/work-with-me

**PROFESSIONAL SKILLS:** Copywriting, writing, blog writing, content creation, content strategy, product descriptions, email content, subject lines, interviewing, proofreading, editing, SEO strategy, SEO keyword research, Google Adwords, Keyword Tool, Answer the Public, MS Word, magazine writing, newspaper reporting, creative writing, social media content creation, Facebook, Twitter, Instagram, marketing, advertising, public relations, media relations, and social media marketing

**EDUCATION:** Bachelor of Science Degree/Journalism 1996 Central Michigan University, Mt. Pleasant, MI

**EXPERIENCE:** Copywriter/Signal Group, LLC  
April 11, 2015 - Present  
The Signal Group, LLC  
Novi, MI

Responsible for brainstorming, creating, and transforming ideas into words for articles, advertisements, publications, product pages, social media, blogs, sales emails and more. Writes words and text for paid search ads, website content across all Signal Group web properties, Internet content, press releases, flyers, emails, and more. Primary Responsibilities:

- Research the technical properties of products.
- Determine what makes products appealing to consumers.
- Conceive, develop, and produce effective advertising campaigns.
- Write clear and persuasive copy for websites, brochures, ads, and other means of advertising.
- Perform search engine optimization (SEO) techniques.
- Revise, edit, and proofread content as needed or directed by Marketing Director.
- Monitor and change advertising campaigns to improve effectiveness.
- Respond to feedback in a timely manner.
- Work within tight deadlines.
- Check copy for spelling and grammar errors.
- Research competitors and keep abreast of market trends.
- Explore different ideas and concepts for both the visual and verbal elements in tandem with the creative team.
- Craft subject lines and sales content for twice-daily email campaigns.

**EXPERIENCE:** Love Your Tan/Contract Social Media Manager  
February 2019 – Present  
Plainview, NY  
Supervisor: Mario Vuotto  
516-410-6962

Responsible for: creating Facebook and Instagram posts to the Love Your Tan brand and increase interest in the business among those the Plainview community.

- Create and publish relevant, original, high-quality content.
- Create regular publishing schedule and format.
- Implement content editorial calendar.
- Manage content and plan specific marketing campaigns.
- Promote content through social advertising.

**EXPERIENCE:** John R. Farr

Freelance Director of Social Media Marketing

June 2013 - Present

Hebron, KY 41048

Supervisor: John Farr/859-250-8475

Responsible for: creating Facebook posts, replies and outreach to increase John Farr's brand and help gain more clients in his industry.

- Create and publish relevant, original, high-quality content.
- Create regular publishing schedule and format.
- Implement content editorial calendar.
- Manage content and plan specific marketing campaigns.
- Promote content through social advertising.

**EXPERIENCE:** Head Writer/Elite Rehab Placement

December 2015 - February 2016

Elite Rehab Placement

Clinton Township, MI 48038

Duties & Responsibilities: Crafted compelling, sales-driven marketing content for four websites. Implemented best SEO practices in relation to content creation. Researched and expanded upon a variety of topics, and created content for syndication. Worked with marketing team as part of the creative process.

**EXPERIENCE:** Editor/ *Roofing Contractor Magazine*/BNP Media

February 2015 - March 2015

Troy, MI 48084

Duties & Responsibilities: Managed magazine workflow, developing publication's features, columns and department stories, and other editorial content. Assigning and editing articles and deadlines to contributing writers. Keeping editors, writers, and advertising staff on schedule.

**EXPERIENCE:** Head Writer/*IST Magazine*

August 2000 - January 2015

Flint, MI 48507

Duties & Responsibilities: Created, proofread and edited all in-house content: features, editorials, press releases, etc. Responsible for authoring press materials and presentations for media representatives. Collaborated with production team to coordinate advertisements and promotions. Interviewed for, created, and edited national trade association's monthly report. Represented publication at national trade exhibitions and regional training events.

**EXPERIENCE:** Education Reporter/ *Midland Daily News*

August 1997 to December 1998  
Midland, MI 48640

Duties & Responsibilities: Researched and reported on specialized field of primary, secondary and college education within coverage area. Investigated breaking news developments and human-interest stories. Reviewed copy for content, grammar and punctuation. Developed ideas/material for columns and commentaries by analyzing and interpreting news, current issues and personal experiences.

**EXPERIENCE:** General Assignment Reporter/*Morning Sun*  
December 1996 – August 1997  
Mt. Pleasant, MI  
Editor: Rick Mills  
989-779-6000

Duties & Responsibilities: Investigated breaking news developments and human-interest stories. Reviewed copy for content, grammar and punctuation following prescribed editorial style and formatting guidelines. Developed ideas/material for columns and commentaries by analyzing and interpreting news, current issues and personal experiences.

**REFERENCE:** John R Farr  
CEO/The Power Group  
859-250-8475

**REFERENCE:** Alice K. Schlienz  
Director of Strategic Programs at CBI Cybersecurity Solutions  
248-697-8090

**REFERENCE:** Jessica Sanchez  
Owner of Zoda Design, Inc.  
810-309-0255