


# JANAN SCAFIDI

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## PROFILE

I hold dual Italian and American citizenship. When it comes to work, I'm a perfectionist & I have a strong work ethic. The dynamic I've enjoyed most throughout my career is leading and being a part of teams who do content creation, copywriting, and copy editing. I thrive in a fast-paced, deadline-driven work environment — and my work style is speedy and meticulous. I have no ego and a thick skin when it comes to feedback.

### **American Proofreader, Copywriter, Scriptwriter + VO Actress, TheSoul Publishing — 2018-Present**

Copy edit articles, scripts, training manuals, social media copy, HR collateral  
Copywriter for social media content, pitch + presentation decks, packaging  
Voice over actress and scriptwriter for YouTube Wise + Well channel

### **Freelance Copyeditor, FINN Partners — 2017-Present**

Copy edit social media calendars, annual reports, new business collateral  
Consulted on process improvements for creative department

### **Freelance Copyeditor, Markham Yard — 2018-Present**

Copy edit all collateral, from new business to current clients, including all presentation decks, marketing collateral, and digital media

### **Technical Editor, Proofreader, Copywriter + Process Manager, Capital One — 2007-2017**

Copywriter for Letters Governance project (this project was put in place to align all non-marketing collateral to Capital One's client-facing style and brand voice)

Applied working knowledge of complex brand creative intent across Branded Card creatives (digital, print, scripts, etc.) as a technical editor & proofreader checking for things like grammar, spelling, tone of voice, formatting consistencies, audience appropriateness

Created a regulatory/compliance-based review process for Capital One's internet acquisition content

Highlighted as establishing a new benchmark for performance level— noted ability to have a calming influence on groups of people and to be able to take chaotic information or situations, see the order, and implement structure to the group, exercise, or information

Created and maintained Mandatory Inclusions resource tool (legal/compliance-based spreadsheet of all terms/rules/regulations applicable to US Card acquisition pieces) for US Card and Small Business across all platforms: Direct Mail, Internet, E-mail, Social Media, SEM, Web accessibility, Mobile, & Outbound

SME for website launch live reviews to manage holistic alignment with brand standards and intent

Participated in 2 pilots for Capital One Direct Bank to show value and integration model for the Technical Editor role

Cut cycle times by 50% by establishing a process for a new “creative pod” for Capital One’s new retail partners

Accountable for team leadership and representation, including daily stand-ups, weekly team meetings, and issue resolution and escalation

Actively managed day-to-day workflow for technical editor team

Created process tools to fully flesh out *Technical Editor* role in new partnerships space, including SIPOC, RACI, Process Flow, SOPs

## **EDUCATION**

**Virginia Commonwealth University**, Mass Communications, Richmond, VA — 2000

**VCU BrandCenter**, Copywriting — 2000

**The Martin Agency**, Winner, Student workshop internship — 2000

## **SKILLS**

Adobe Pro expert, Asana, Confluence, WordPress, Microsoft Office [Excel, PPT, Word]

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