



JACQUELINE RAPOSO

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CONTENT WRITER, JOURNALIST

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SUMMARY

As a content writer for brands and small businesses, I call upon my decade of work as an interview journalist publishing hundreds of reported articles covering food/hospitality, mindful lifestyle, disability/health, and business/entrepreneurship. I know how to clarify and amplify each company's voice and mission. Whether creating blog posts, website copy, marketing materials, or product packaging, I offer my insatiable curiosity, love of conversation, and excellent project management skills. Every collaboration results in highly personal, engaging, and audience-driven results.

AREAS OF SPECIALTY

- SEO content writing including blog posts and website copy.
- Client profiles and Q&As
- E-books and newsletters
- Company profiles including bios and press materials
- Copywriting / copyediting of product packaging
- Stories of immigrants, veterans, and disabled people
- Hospitality industry articles, reviews, how-to, roundups, and step-by-step guides (B2B or B2C)
- Podcast consultation and production services for small businesses and creatives
- Brand story consultation: creating editorial calendars, hiring remote teams, building websites and social media calendars, etc.

SKILLS

- General: Creative Problem Solving, Interviewing, Listening, Project Management, Working with Children, Working with Seniors, Voice, Speaking
- Processing: Microsoft, Google, Apple
- Website: Wordpress, Squarespace,
- Audio: Adobe Audition, Garageband
- Photo/Design: Lightroom, Snapseed, Canva
- Marketing: Constant Contact, Vertical Response, MailChimp, Canva, Hootsuite, FollowAdder, Planoly
- Financial: Quickbooks, Mint, Excel

SELECT REFERENCES

- "Her copy is clean, smart, voicey, and useful, and her gorgeous, crisp photography makes my job easier.... just a full-on pro." — Kat Kinsman, Senior Editor, Food & Wine
- "Cannot recommend Jacqueline highly enough. I mean, she literally swooped in, listened, created, and blew my mind! I'm so thrilled." — Kim Griffin, Producer, Off the F*cking Rails podcast
- "Her stories are always among the top performing stories for us." — Alison Spiegel, Editor, Tasting Table
- "Her writing is magical. She has such a special talent." — Noushin Ebrani, CEO, Heavenly Tea Leaves

SELECT BRAND CONTENT + CONSULTING

Further details at: jacquelineraipo.com

GoodRx: SEO-optimized blog content writing of health guide explainers reported with authoritative sources. (B2C)

Mindbloom: Buildout of serviceable client blog features and interviews for this B2C health brand. (B2C)

EzCater: Extensive buildout of SEO-optimized feature profiles, cuisine guides, roundups, and trend pieces. (B2B)

Sfoglini Pasta: Writing of monthly membership club booklets including food guides and business profiles.

Cardoz Legacy LLC: Website content writing and design; social media design; recipe editing; consulting on creative projects and media collaborations.

Burlap & Barrel: Copywriting/editing product labels, marketing materials, and minibooks.

Heavenly Tea Leaves, Inc: Website content consultation, website content, marketing / press packet content.

The Warrior Riders: Website and logo design, site content optimization; content; general brand consultation.

Brent Herrig Photography: Extensive SEO-optimized page content buildout.

Lady Farmer: Brand story consultation; website, newsletter and blog writing; interactive book launch production plan.

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SELECT PODCAST PRODUCTION

2015 - present

iHeartRadio: Now, Next with Tom Brokaw

- 2021-2021: Technical Producer & Editor establishing fully remote production systems, creating sound design, mixing/engineering. Consulted on creative development and designed systems for remote co-production.

iHeartRadio: Service: Veteran Stories of Hunger & War

- 2019-2020: Producer & Host responsible for full show development and production. Created promotional materials with 3M hits, 5K+ Twitter video views, spoke on national radio, created common Core-aligned lesson plans; ran independent website with supporting historical documents, etc.

Dean & Deluca: Live from Prince Street:

- 2017-2019: Field Correspondent creating segment concepts then interviewing, recording, and engineering segments

Heritage Radio Network: Love Bites Radio

- 2015-2017: Producer & Co-host. handling show development, booking guests across food, science, tech, wellness, and entertainment; on-site reporting; some engineering. Designed and maintained independent website and social channels; wrote Huffington Post features.

AUTHOR

The Me Without: A Year Exploring Habit, Healing, and Happiness (Ixia, 2019)

Memoir-cross-case study including interviews with tech designer Amber Case, social emotions psychologist David DeSteno, science writer Gary Taubes, and others across art, design, science, and wellness. Launched at Strand Books in New York City with an interactive food event, panel discussion, and art. Other events included author talks through the northeast, international radio and TV segments, and wellness workshops.

SELECT SERVICE

#MarchingWithMe Co-Founder, Jan 2017 - present

A campaign with Suffering the Silence, #MarchingWithMe connects those with chronic illness and/or disability with volunteers at protest events. As co-founder, I created launch copy, set up social channels, and coordinated partnerships. We now maintain MWM and guide other organizations in broadening accessibility options.

Breast Cancer 3-Day "Walking for Udders" Team Captain, 2005-2014

Raised over \$65,000 in 11 events with the 60-mile Susan G. Komen for the Cure Breast Cancer 3-Day. To foster team-building, I produced community events, built and maintained our blog, coached members through training, designed yearly team gear, and produced newsletters and postcards to new and ongoing supporters.

SELECT EDITORIAL

2010 - Present

I pitch timely story ideas, interview high-profile professionals, source supporting research and artwork, submit tight copy on deadline, and work with editors through publication of informed and engaging feature articles, op-eds, interviews, commerce guides, and essays.

RECENT RECURRING CLIENTS:

- **Hemispheres:** (consumer) Azores travel specialist.
- **Epicurious:** (consumer) Reported food + health features, personal narratives, reported commerce roundups.
- **Saveur:** (consumer) International travel features, reported commerce, food features. (Azorean specialist).
- **Plate Magazine:** (B2B) Interviews and features with high-profile industry talent.
- **Workman Publishing:** (consumer) Copy for calendars on food, wellness, and art; wellness book ghostwriting .

Additional clients include: Bust (reported feminist features), Columbia College Today (reported business), Cosmopolitan (lifestyle essays), Dr. Oz (lifestyle essays), Extra Crispy (how-to recipe, photography, trends), Food Fanatics (reported hospitality trends, recipes), Grubstreet (disability food feature), Huffington Post (culture, essay), Munchies by Vice (food history feature), Pitchfork's October (beverage op-ed), Serious Eats (chef interview columns, food features), Tasting Table (long-running chef recipe column), The Lonely Hour (culture, essay), The Reset (culture, essay), Town & Country (food, reported essay).