



MARC LAPORTE STUDIO

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OBJECTIVE

Freelance, Contract, and full-time Copywriter / Copy Editor / Senior Proofreader & Content Operations partner — open to Copy Supervisor, Content Manager, and (for small shops) Creative Director-level leadership. I help agencies and brands ship accurate, on-brand work fast while mentoring and onboarding junior writers raising the editorial bar.

SUMMARY OF QUALIFICATIONS

- 20+ years across agencies, brands, and nonprofits: copywriting, copy editing, senior proofreading, QA, and content production.
- Mentored junior copywriters on voice, clarity, and process; several advanced into stronger roles at other agencies.
- Fluent in multi-channel deliverables: websites, landing pages, email, social, display, OOH, radio, OTT/CTV, long-form editorial.
- Trusted “last line of defense”: enforce house style, brand voice, legal, compliance, and vendor specs under deadline.
- Content ops mindset: scoping, trafficking, version control, Litmus/browser checks, asset usage renewals, and QA testing.
- Diplomatic cross-functional collaborator with Creative, Strategy, Account, Media, Public Relations, and Dev; steady in crisis, calm in chaos.
- Research-driven editor who turns complex inputs into clear, actionable copy without losing the story or the strategy.
- Comfortable client-facing: presenting edits/rationale, coaching SMEs, and aligning feedback to brief and brand platform.

PROFESSIONAL EXPERIENCE

PETERMAYER ADVERTISING – NEW ORLEANS, LA

Senior Proofreader / Copy Editor / QA Specialist • 3/2005 – Present

- Proofread and edited consumer-facing and in-house campaigns across digital and print; enforced brand voice and style.
- Served as QA lead for web, email, social, carousels, GIFs, and animated display banners; ran Litmus and browser checks.
- Partnered with creative and strategy to refine messaging, reduce ambiguity, and keep deliverables on brief and on time.
- Mentored junior writers on brand voice, clarity, and process; set expectations and modeled calm, methodical workflows.
- Edited long-form thought leadership articles and PDFs, blogs, newsletters, magazines, advertorials, RFPs, and new-business materials.

CORE COMPETENCIES

Copywriting
Copy Strategy
Brand Voice & Messaging
Line & Developmental Editing
Senior Proofreading
QA & Compliance
Version Control
Content Operations
SEO Awareness
Style Guides (Chicago/AP/MLA)
Creative Mentorship
Cross-Functional Collaboration
Stakeholder Management
Deadline Management

SKILLS & TOOLS

Microsoft Word (Track Changes)
Adobe Acrobat Pro (Comments)
ProofHQ
Litmus
Browser Testing (BrowserStack)
Google Docs
Asana
Monday.com
SharePoint
ShareFile
WordPress
Wix
Adobe Premiere Pro
SEO (Semrush)
Outlook

Production Assistant • 4/2022 – 3/2025

- Coordinated production schedules and deliverables; aligned trafficking, specs, and vendor requirements to budget.
- Managed usage renewals for broadcast/OTT; ensured rights compliance and timely payments.
- Procured and organized voice, music, and visual assets for creative teams to accelerate campaign delivery.
- Voice Actor in multiple Addy Award-winning Faubourg Brewery radio spots alongside New Orleans blues legend Little Freddie King.

THE MORAN GROUP – NEW ORLEANS, LA

QA Specialist • 12/2016 – 2/2018

- Maintained websites and social/blog updates for various auto dealership clients around the U.S. as part of a Google Premier Partner team.
- Reviewed digital ad copy for accuracy, compliance, and brand voice under tight deadlines.
- Audited client websites improving bounce rates while tailoring content for better SEO performance.

SEARCH INFLUENCE – NEW ORLEANS, LA

Freelance Copywriter • 9/2016 – 1/2017

- Wrote keyword-informed blog posts and press releases for business clients.

EDITORIAL & PUBLISHING (SELECTED)

- The Porch Project: Porch Portraits of New Orleans — Copy Editor (2017–2018).
- Natural Awakenings Magazine — Editor (2016–2018).
- Society for the Study of the Short Story — Copy Editor/Proofreader for academic volumes; conference coordination (1999–2004).
- WWII Veteran Joe Cassin — Editor/Ghostwriter; compiled oral histories submitted to The National WWII Museum (2003–2005).
- Healing Tao Instructors Association — Essay: “Marrying the Heart and the Brain” (2015).
- Freelance Writer — Research, architect interview, and narrative used to secure funding to restore a 19th-century building into Mambo’s Restaurant on Bourbon Street (2016).
- PilottownStories — Social Media Manager/Writer/Editor/Interviewer; oral-history project highlighting cultural change and coastal loss (2012–2017).

PRODUCTION, PERFORMANCE & FILM (SELECTED)

- Independent Music Production Coordinator, Organizer & Performer — booked/produced mixed-media shows; bass guitar and keyboard performance across jazz/rock/world contexts.
- Stages/Festivals include: John Zorn’s Full Force Festival (NYC), Mohawk (Austin), Contemporary Arts Center New Orleans, Jazz & Heritage Festival, Anne Rice Ball.
- Lombardi Trophy Second Line Parade — Assisted with parade logistics during NFL Super Bowl LIX Week (2025).
- Film/TV: Production Assistant & background actor on independent shorts; dialect coach on a local short; appearances in Shock & Awe and The Pelican Brief.

EDUCATION

Loyola University New Orleans
Bachelor’s, English Writing;
Dean’s List (GPA 3.47)

LANGUAGES

English (Fluent)
French (Basic Proficiency)

SELECTED CLIENTS

The National WWII Museum
Lumen Technologies
Quantum Fiber
CenturyLink
HILTI
Marucci Sports
Hancock Whitney Bank
Comcast
Louisiana Office of Tourism
New Orleans & Company
Ochsner (Digital)
Sazerac
New Orleans Jazz & Heritage Festival
Louisiana Economic Development
Asheville Tourism
Mississippi Gulf Coast Tourism
Delaware North
Zatarain’s
McCormick & Co.
Ruth’s Chris Steak House
New Orleans Pelicans
New Orleans Saints
Piccadilly
NFL (Super Bowl LIX)
Sanderson Farms
Emerald Coast Tourism
Arlington Convention Center
Mignon Faget
NOLA Brewing
Faubourg Brewing
Audubon Nature Institute
City Park New Orleans
Antoine’s Restaurant
Tijon New Orleans
Mambo’s Restaurant
Akana.us