

# JO SCHAFFER LAYTON

jo@teenauthorbc.com

Creative Writer · Publishing Professional · Relationship Builder

## EDUCATION

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BA in Public Relations Brigham Young University	<ul style="list-style-type: none"><li>• Relevant Coursework: Social Media Management, Strategic Planning, Media Ethics, Law and Responsibility, Media Design and Graphics, Writing Branded Content, Public Relations Research and Measurement</li></ul>	Graduated 2019
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## RELEVANT EXPERIENCE

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Professional Writer	<ul style="list-style-type: none"><li>• Published author – <i>Against Her Will</i> (2015), <i>Stanley and Hazel</i> (2018), <i>Stanley and Hazel: The Winning</i> (2019) <i>Stanley and Hazel 3</i> (2023) <i>Badlands</i> (2023)</li><li>• Freelance screenwriting and editing</li><li>• Short stories, essays, articles, culture blogger at Patheos.com</li><li>• Social media and marketing copy for various clients</li></ul>	ongoing
Screenwriter	<ul style="list-style-type: none"><li>• Writer of “Friend To Friend” show for Church of Jesus Christ of Latter Day Saints</li><li>• Consultant for Martian Studios</li><li>• Consultant for Eight Crickets Studio</li></ul>	ongoing
Writing Team Lead, BYU Television	<ul style="list-style-type: none"><li>• Writer for “Insider”, Interviews and marketing content</li><li>• Head writer for “Breaks and Wraps” promotional programming</li></ul>	Sept 2018 – present
Co-founder and Public Relations Director, <i>Teen Author Boot Camp</i>	<ul style="list-style-type: none"><li>• Manage public relations strategy for the nation's largest conference for teen writers</li><li>• Execute marketing campaigns—radio, tv, social media, etc.</li><li>• Co-manage curriculum and event planning</li><li>• Facilitate booking celebrity talent, develop strategic collaboration with public education</li><li>• Increased attendance 500% in 4 years</li></ul>	Sept 2009 – present Utah
Public Speaker	<ul style="list-style-type: none"><li>• Story technique panelist and presenter – ComicCon, LTUE, LDS Storymakers, etc.</li><li>• Writing workshops for schools, libraries, and educational conferences</li></ul>	ongoing
Marketing Specialist, <i>ACH Fulfillment</i>	<ul style="list-style-type: none"><li>• Create special interest web content in holistic health industry</li><li>• Write and produce photographic blogs</li></ul>	Mar 2016 – June 2017 Utah
Junior Agent, <i>Gateway Literary</i>	<ul style="list-style-type: none"><li>• Pitch novels to publishers</li><li>• Vet talent and stories</li><li>• Edit manuscripts, prep for submission and publication</li><li>• Consult on branding/marketing of individuals and brands</li></ul>	Oct 2014 – Oct 2017 Utah

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## SKILLS AND INTERESTS

- Black belt in Taekwondo
  - Fitness, weight loss and healthy cooking—dare you to try my sugarless chocolate cake
  - Community service and mentoring—focus on women's issues and troubled youth
  - Background in film industry working in art studios and as on-set production assistant
  - Creative consultant in media and entertainment—novels, television, film
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