

# Jess Chua

SW Florida | uxjesschua@gmail.com | [Portfolio](#) | [LinkedIn Profile](#)

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## Content Writer

### Summary

Creative and analytical content specialist with 3+ years of remote work experience. Keen eye for detail with a passion for effective writing that engages the target audience.

### Highlights

- Grew history blog to 1 million plus views. 3+ years' writing experience on a wide range of topics.
- Expertise in blogging, research, editing, design, and target readership analysis.
- Strong time management skills and commitment to continuous improvement.
- Technology Stack: MS Word | WordPress | Trello | Google Analytics | HTML | Canva | Photoshop.

### Work Experience

Jan 2015 – Present

#### **FlexJobs** - *Data Entry Specialist*

- Writing summaries and maintaining a high level of accuracy and consistency.
- Incorporating SEO knowledge into the process of maintaining clean data.

Jan 2015 – Dec 2018

#### **JessCScott.com** - *Blogger*

- Wrote, edited, and grew a socio-historical blog to 1 million+ views and 550+ subscribers.
- Focused blog posts on book reviews, simplifying complex information, and SEO optimization.

Dec 2017 – Dec 2018

#### **Taproot+** - *Freelance Content Writer / UX Designer*

- Worked with industry leaders on content strategy for the Art and Me e-commerce site.
- Provided copywriting and marketing design for material showcased at #DMWF 2018 event.

Dec 2014 – June 2016

#### **CloudPeeps** - *Social Media Manager*

- Increased Pinterest organic followers by 100%+ in 3 months for a camp program.
- Editing and proofreading blog posts. Pitch emails include media mentions in Forbes.

### Education

**HubSpot Certification** - *Content Marketing*

**University of Michigan, edX** - *MicroMasters in UX Research and Design*

**Adams State University** - *BA in Interdisciplinary Studies (English / Business) (2011)*