

# Jess Chua

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

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## Content Writer

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, copywriting, editing, design, and target readership analysis.
- Technology Stack: WordPress | Yoast | Google Apps and Analytics | HTML | Canva | Photoshop

### Work Experience

Jan 2019 – Present

**Optimal Living Daily** - *Writer / Editor*

- Performing copywriting, editing, and blog writing for a podcast with over 90 million downloads.
- Designing and formatting email newsletters, infographics, and downloadable resources.

Jan 2015 – Present

**FlexJobs** - *Data Entry Specialist*

- Writing SEO optimized job summaries and maintaining a high level of accuracy and consistency.

Jan 2015 – Dec 2018

**JessCScott.com** - *Blogger*

- Wrote, edited, and grew a socio-historical blog to 1 million+ views and 550+ subscribers.
- Simplified complex information and performed keyword research to create high ranking content.

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)*