

## **JESS CHUA: Content Specialist**

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

**Summary:** Creative and analytical content specialist with 5+ years of remote work experience. Committed to pursuing a long-term career in strategic writing to apply my passion for research and simplifying complex information for a positive user experience.

**Skills:** Technical Writing | Content Strategy | SEO Writing | UX Writing | Copywriting | Visual Design | Creative Writing

**Tools:** WordPress CMS | Photoshop | Canva | Figma | GitHub | HTML | CSS | Google Suite | Trello

### **Work Experience**

**Optimal Living Daily** - *Content Specialist (Jan 2019 – Present)*

- Creating process documentation and content style guides to streamline workflows.
- Performing UX writing to simplify website text and navigation.
- Implementing an [SEO content strategy](#) to increase web traffic and website visibility for a podcast with 250 million downloads.
- Following copywriting briefs to write ad scripts for sponsors like BetterHelp and Grammarly.

**FlexJobs** - *Data Entry Specialist (Jan 2015 – Jan 2019)*

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

**Freelance** - *Content writer and designer (Jan 2015 – Dec 2018)*

- Wrote, edited, and grew a niche blog to 1.8 million+ views and 550+ subscribers.
- Simplified complex information via high ranking, user-friendly and visually impactful posts.
- Provided marketing collateral for material showcased at #DMWF 2018 in NYC.

### **Projects**

- **GitHub** (contributor). Contributing to [open source projects](#) to gain technical writing, teamwork, and troubleshooting skills.
- **UNDP** (volunteer; Feb-Mar 21). Providing copyediting revisions on articles written by young environmental journalists.

### **Education**

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

**Coursera** - *Computational Thinking for Problem Solving (University of Pennsylvania)*

**LinkedIn Learning** - *Empathy in UX Design, Customer Success, and Knowledge Management*

### **Organizations and Interests**

- Winner of Musepaper monthly award by New Millennium Writings (essay category; 2020)
- Interests: Reading | Writing | Yoga | Sketching | Cats | Tea | 2001: Space Odyssey