

JESS CHUA: Content Specialist

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

Summary: Creative and analytical content specialist with 5+ years of remote work experience. Passionate about 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

Instacart - *Content Specialist (Nov 2021 – Present)*

- Manage support and self-service content across process and governance cycles for knowledge base articles, help centers, workflows, messaging templates, email, phone and chat shortcuts, and job aids.

Optimal Living Daily - *Content Specialist (Jan 2019 – Oct 2021)*

- 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 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.
- 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 environmental articles.

Education

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

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