

## **JESS CHUA: Content Specialist**

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**Summary:** Creative and analytical Content Specialist with 5+ years of experience. Passionate about applying versatile and concise writing skills to create impactful content. Expertise in content and knowledge management, generating significant improvements in website ranking, and engaging target audiences via use of clear and effective language.

**Skills and Tools:** Content Management | Content Strategy | SEO Strategy | Research | Technical Writing | Editing | WordPress | UX Writing | Jira | Cross-Functional Collaboration | CMS

### **Work Experience**

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

- Manage and develop [help center articles](#), workflows, and internal team documentation. Evaluate and improve readability and usability of content.
- Maintain accuracy and consistency of customer support material by collaborating with cross-functional teams including developers, legal team, marketing and product managers.
- Proud to be a member of the Customer Experience team recognized as one of the top companies for customer service by Forbes in 2024.

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

- Implemented a [content strategy](#) that increased organic search traffic by 25% for a personal development and personal finance podcast. Improved site rankings through keyword optimization and competitive analysis for visibility on the first page of search results.
- Wrote ad scripts for sponsors like BetterHelp and Grammarly aligned with copywriting briefs.
- Streamlined and optimized workflows by creating style guides and reusable templates.

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

- Wrote SEO optimized job summaries accurately and consistently with attention to detail.

#### **Freelance - Content Writer and Blogger (Jan 2015 – Dec 2018)**

- Created [two niche blogs](#) and applied effective content strategies to reach a viewership of over 2 million and over 550 subscribers. Increased traffic and engagement through technical SEO site audits, high-ranking posts, and visually appealing social media graphics.

### **Personal Projects**

- **Dragonsinn.** Created in 1999, here's where my [interest in SEO](#) and content creation began.
- **GitHub (2021).** Joined [open source projects](#) to gain technical writing and teamwork skills.

### **Education**

**Codecademy - SQL, Data Literacy (ongoing; 2024)**

**UX Content Collective - UX Writing Fundamentals (2022)**

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