

## CONTENT PORTFOLIO

## LINKEDIN PROFILE

## FULL RESUME

## CORE COMPETENCIES

**Gen Z Fluency** • Digital Native  
**Mental Health Advocacy** • Humor  
**Self-Awareness** • Storytelling  
**Purpose-Driven** • Leadership  
**Team Collaboration** • Day 1 Mentality  
**Data-Driven** • Creative Risk-Taking  
**Adaptability** • Ultralearning

## MARKETING PROFICIENCIES

Research Design Brand Strategy

UI / UX Writing Microcopy

Mobile Optimization CRO

User Research ADA Compliance

Content Creation & Management

Shortform Copywriting

## KEY SKILLS

Editing Copy Editing

Proofreading Creative Writing

Publishing Leadership

Team Development

Style Guide Development

## TOOLS & SOFTWARE



Workspace



Slack



Figma



Monday



Prezi



Canva



Typeform



Miro



Hootsuite



Buffer

**Versatile, innovative wordsmith** and empathetic copywriter, I've dedicated 8+ years crafting content that builds bridges. With risk-taking intuition, I blend strategic storytelling, precise wordcraft, playful wit, and inclusive sensitivity.

With a background in mental health education and audience research, I specialize in crafting high-impact content that inspires and earns the attention, trust, and loyalty of diverse audiences—**especially Gen Z.** ✨🧠

## EXPERIENCE



### DIGITAL CONSULTANT and BRAND STRATEGIST

AGORA MEDIA [www.agoramedia.dev](http://www.agoramedia.dev)

2020  
PRESENT

- **Crafting scroll-stopping copy** and creatives for start-ups across **5 industries**
- **Led engaging marketing campaigns** for Bread & Co. Bakery for Gen. Z Asian-Americans, leading to a **250% increase in visits**
- **Engineered provocative copy** and goal-driven strategies for Mahjong Media, growing their email list from **1K to 18K** email subscribers
- **Authored relatable content** on topics like mental health and technology for FutureMD.org's Gen Z audience; utilized memes for audience engagement



### EXECUTIVE EDITOR and MARKETING DIRECTOR

ACCELERATEBOOKS LLC [www.acceleratebooks.com](http://www.acceleratebooks.com)

2018  
PRESENT

- **Founded, boot-strapped from \$0 to \$100K**, directed all business areas including audience research, marketing (**paid, search, social, email, affiliate, & PR**), copywriting, graphic design & animation, typesetting, hiring / interviewing, product concepting, content editing, web design & development, and customer support
- **Specialized in witty copywriting** geared toward (typically somber) Christian pastors, resulting in **3000 total** paid subscriptions, **1000 lifetime** memberships.
- **Wrote all company documents** including Brand Style Guides, Editorial Style Guide, Standard Operating Procedures, Contractor Policies, and Internal & External Knowledge Bases
- **Managed & motivated a team** including writers, editors, proofreader, typesetter, designer, community manager, social media manager, & web developers
- **Edited and published eight to ten 15-page book summaries** every month, reviewing tone consistency and moderating controversial topics



### COLLEGE ESSAY ADVISOR

FREELANCE

2018  
PRESENT

- **Coached students to hone their authentic voices** & construct effective essays that creatively connected their experiences; gave strategic feedback to improve or clarify and flow; edited for grammar, tone, and alignment

## EDUCATION & COURSES

### B.S. IN PSYCHOLOGY

University of Florida (2011-2015)

#### Relevant Coursework

- Editing and Coaching (JOU3202)
- Social Psychology (SOP3004)
- Principles of Marketing (MAR2023)
- Diverse Voices (PUR3211)
- Developmental Psych. (DEP3053)
- Digital Storyboarding (DIG2430)
- Creative Nonfiction (CRW4211)
- Audience Analytics (MMC3420)
- Web Apps for Communicators (JOU3363)

#### Relevant Outside Coursework

##### SAK'S Comedy & Improv Class

Orlando, FL (July 2018)

- **Audience Connection**
  - Learned to connect with audiences, think quickly, and incorporate various topics
- **Versatility and Wit**
  - Used the "yes, and..." technique to think on the spot, adapt to any scenario, & recover from failure
- **Dialogue Creation**
  - Crafted engaging, humorous dialogue scenarios; experimented and iterated based on audience feedback

## AREAS OF PERSONAL RESEARCH

OCD / OCPD

ADHD

Anxiety

Depression

Drug / Alcohol Abuse

Self-Esteem / Bullying

Spirituality

PTSD / Trauma / Faith-Related Abuse

Mindfulness / Breathwork

Burnout / Self-Care

A.I. / Tech

Pop Culture

Theater

Video Game Psychology

## EXPERIENCE (continued)



### DIRECT OF STUDENT OUTREACH

SHIFT at UCF

2016  
— 2017

- **Independently raised \$60K in fundraising** for student initiatives by casting vision to donors via networking, cold calling, prospecting, and door-to-door engagement
- **Forged partnerships with 25 churches**; collaborated and secure sponsorships
- **Immersed in campus culture** daily to connect authentically with Gen Z students
- **Grew the group from 3 to 30 students in 1 semester**, earning their attention & trust through storytelling, empathy, humor, and unexpected methods (memes)
- **Engaged issues** including depression, anxiety, and suicide in **1-on-1 conversations**
- **Trained on proper protocols** and referring out to professionals when needed
- **Mentored student leaders**, emphasizing critical thinking, mental health awareness, and management skills
- **Diffused tense debates** by encouraging dialogue, mutual understanding, compassion, open-mindedness, and the importance of diverse perspectives



### CONFERENCE SPEAKER and DIRECTOR

VARIOUS

2013  
— 2016

- **Conference Speaker — "Culture's Impact on Identity: Why It Matters"**
  - *Jacksonville Chinese Church Retreat (2016)*
    - Explored the intersection of culture and personal identity
    - Presented to 80+ attendees on navigating cultural identity in middle school
- **Seminar Speaker — "Cultural Awareness: How Culture Frames Our Thoughts"**
  - *CenterPoint Church B.A.S.I.C. Retreat (2016)*
    - Led interactive seminar for 100+ students on building cultural empathy
    - Brought attention to and challenged implicit biases and worldviews
- **Conference Speaker — "Technology, Minds and Hearts"**
  - *KayFlower Conference (2015) & Lake Yale Church Conference (2015)*
    - Engaged 400+ attendees across 2 events, exploring technology's impact on spiritual, emotional, mental and physical health
- **Youth Conference Director**
  - *Florida Chinese Conference (2014) & Living Stone Church Youth Camp (2013)*
    - Organized conference speaker, logistics, and programming for 300+ youth
    - Trained 30+ college camp counselors on best practices for effective, inclusive discussions

## RELEVANT PROJECTS

**Shining A Light On Modern Day Slavery** Liaison between churches and International Justice Mission; rallied 30+ students to paint a 1120-ft wall to raise awareness on injustice; featured on the news; ignited community conversation.

[Hi! Is your name Jen? Haven't read my letter? Read it here \(for free!\).](#)