

JASON HOEFLICH

SOCIAL MEDIA | CONTENT WRITER

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| LINKS

- jasonhoeflich.journoportfolio.com

| PROFESSIONAL SUMMARY

Versatile Content Writer proficient in researching, writing, and editing diverse content. Works with minimal input to produce engaging, authoritative, and error-free work. Autonomous yet communicative with two-year history of superior performance in remote environments.

| WRITING HISTORY

Skiplist - Content Writer

Remote - 04/2020 - 02/2022

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free original content
- Formatted articles, blogs and webpages with HTML, photos and infographics
- Strategized SEO Optimization Google Analytics data, geographical targeting and keyword planning
- Completed thorough research into assigned topics
- Customized brand message to reach and capture target audience interest and drive engagement
- Chose cover photography or artwork, selected fonts and arranged designs to attract target readership

| SKILLS

- Creative writing
- News writing
- Consistent brand messaging
- Promotional marketing and advertising
- Proofreading
- Unique content creation
- Self-publishing experience
- Editing and review

| EDUCATION

Freed-Hardeman University

Henderson, TN

Master of Arts: New Testament

Bachelor of Science: Bible

Wrote and defended an original thesis in fulfillment of requirements for Master of Arts.

Washington State Community College

Marietta, OH

Associate of Arts: Marketing

| LOVER OF ALL THINGS RASPBERRY PI

LET'S HAVE PI

Fun and informative blog to show that this amazing little board is accessible to everyone.

PROJECTS

Built retro gaming consoles, entertainment systems, and desktop workstations, publishing a podcast and writing my blog with Raspberry Pi microcontrollers, with more projects coming up!