

Loren Kleinman

Accomplished Editor and Writer with a decade of experience in creating and enhancing diverse content. **Visit my portfolio** [here](#).

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EXPERIENCE

JFrog, Remote, Sunnyvale, CA — Technical & Content Marketing Writer

August 2022 - June 2023

- Collaborated with security teams to create a cyber threat series, boosting audience security awareness.
- Led a redesign of the Customer Stories page, enhancing user experience and boosting customer engagement.
- Authored company-wide style guides for content and events.
- Crafted and refined technical blogs.
- Co-produced eBooks and whitepapers with software engineers and researchers, enriching our knowledge base.
- Ghostwrote and edited thought leadership articles for InfoWorld, elevating our industry profile.

Archwell, Remote, Deerfield, FL — Content Writer & Editor

FEBRUARY 2022 - JULY 2022

- Stayed updated on industry and fin-tech trends, enriching writing and marketing efforts.
- Created high-quality client content, enabling quick information access for site visitors.
- Improved content through thorough editing and led the creation of a company-wide style guide.

Freelance, Remote — Writer & Editor

June 2006 - February 2022

- Led a social activation campaign for "Wynonna Earp," mobilizing fans and securing a second season.
- Launched an SEO campaign for "Younger" on Pinterest, boosting web traffic by 150%.
- Created compelling headlines and copy for various media outlets, including USA Today and Cosmopolitan.

EDUCATION

University of Sussex, England — *M.A., Creative & Critical Writing*
OCTOBER 2004 - OCTOBER 2005

Drew University, Madison, NJ — *B.A., English*
MAY 1999 - MAY 2003

SKILLS

Research Writing
Editing & Proofreading
AP, MLA, APA, Chicago Styles
SEO techniques & strategy
AI Prompt Crafting
Data visualization in spreadsheets
Figma, WordPress, HTML

SELECT PUBLICATIONS

[Independent](#)
[The New York Times](#)
[New York Daily News](#)
[Marie Claire](#)
[The Huffington Post](#)
[The Cut](#)
[Gay Magazine](#)

SELECT PROJECTS

[The 2023 Guide to DevOps Tool Consolidation](#)
[The Forgotten Survivors of Gun Violence: Wounded](#)
[Student Writing Tutors in Their Own Words: Global Voices on Writing Centers and Beyond](#)
[If I Don't Make It, I Love You: Survivors in the Aftermath of School Shootings](#)