



Jeremy Jules Edwards

SEO Copywriter & Content Strategist

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A solution-oriented Omnichannel Marketer and Editorial Director with 5+ years of experience executing high-impact digital and brand strategies that resonate with global audiences. Harmonizes creative teams and internal and external stakeholders to achieve ROI and enrich brands' strategic marketing objectives on a project basis. Blends analytics, creativity, and strategic planning to produce media assets, roadmaps, and reports while elevating brand visibility and forecasting trends. Seeking the next professional challenge as a Copywriter and Content Strategist who helps drive brand awareness, audience engagement, and customer acquisition by developing informative editorial and other multimedia assets.

PORTFOLIO

<https://jeremyedwards.journoportfolio.com/>

EXPERIENCE

Independent

January 2020 - Present (Remote)

Content Marketing Specialist

- Producing research-validated and SEO-rich content for tech, finance, and health and wellness brands to amplify brand visibility, boost Google searchability, and drive B2B and B2C sales.
- Writing engaging and informative blog posts, articles, and thought leadership pieces tailored for B2B and B2C audiences, complete with keyword research, backlink outreach, competitor analysis, and creative direction.
- Showcasing clients' products and services with clearly defined landing pages, notably driving \$1M in sales for an IT consulting firm by spearheading the commercial campaign for their Cisco Full Stack Observability (FSO) unit's launch.
- Converting complex technical concepts into accessibly phrased reports and actionable strategies for C-suite executives, non-technical managers, and other stakeholders.

Various Companies

2019 - 2021 Shanghai, Shenzhen, Taipei

Foreign Language Teacher

- Immersed learners of all ages into the English language via discussion-based classes and experiential programs.
- Managed educational journeys, from needs assessment to certification, for a wide variety of learners.
- Mentored professionals to utilize English confidently in corporate settings by presenting them with pragmatic training and industry-specific vocabulary, including interpersonal and cross-cultural communication skills, presentations, and writing tone and etiquette.
- Ensured business continuity from the pandemic's onset by seamlessly transitioning courses into interactive online formats and guided senior educators to execute digital transformations in their own classrooms.

FIR Northwest

2018 - 2019 Portland, Oregon

Copywriter

- Conducted market research, ideated creative concepts, and wrote compelling copy for clients in entertainment, glamping, and real estate.
- Contributed to a prominent musician's personal brand pivot into entrepreneurship by ghostwriting chapters of their memoir & debut travel guidebook.

KPSU

2018 - 2019 Portland, Oregon

Radio Disc Jockey

- Produced an eclectic weekly music and talk show that explored diverse genres and topics
- Published a weekly blog that achieved over 100K impressions.

EDUCATION

Portland State University

Bachelor of Science in Business Administration & Advertising Management (Minor in Writing)