

# JONATHAN MOORE

**Location:** Pooler, GA | **Email:** jonathanmwrites@gmail.com | **LinkedIn:** <https://shorturl.at/hzG69>

---

Jonathan is a seasoned writer and editor with proficiencies in SEO, headline writing, fact-checking, research, editorial administration, content planning, data analysis, and more.

With a proven track record of effectively collaborating and communicating with cross-functional teams in fast-paced, deadline-driven environments, Jonathan has been writing, editing, updating, and publishing physical and web-based content for more than 10 years.

## Technical Skills

- Google Analytics
- Google Trends
- Google Search Console
- Keyword Planner
- Chartbeat
- Ahrefs
- Semrush
- Ubersuggest
- WordPress
- Slack
- Asana
- Trello

## Professional Experience

**GAMESKINNY (Remote) | Editor-in-Chief**

**May 2019-February 2024**

- Led and collaborated with a staff of 10 to 15 employees to plan and produce daily gaming articles that collectively drove between 30 and 40 million total publication views each year.
- Generated 15 to 30 story ideas and reviewed up to 50 article pitches daily, five days per week, using tools like Google Trends and Google Analytics to develop angles through keyword research. Monitored performance via GA and Chartbeat, pivoting or reframing at lightning speed as needed.
- Communicated between authors and public relations representatives to facilitate deliverables such as game keys, NDAs, and other confidential information vital to daily operations.
- Engaged in reporting and writing duties as necessary, publishing more than 1,200 lifetime articles in the form of news, reviews, guides, and previews that generated between 9 and 10 million pageviews.
- Worked closely with the SEO team to identify in-depth content updates and opportunities for rewrites through strategic research, leading to increased search rankings for 3,000 to 4,000 articles from Page 2-plus of Google to Page 1.
- Edited between 250 and 400 articles per month for web publication in WordPress through detailed edits and actionable feedback, establishing rapport with writers and a cooperative work environment.
- Managed all content workflows in Asana and Trello, consistently tracking and reviewing 8 to 10 projects simultaneously. Worked with Senior Editor and Content Director to ensure content aligned with search intent and followed GameSkinny (AP) style.
- Began working at GameSkinny in 2016 as an Associate Editor and was promoted to Senior Editor in May 2017. Was then promoted to Editor-in-Chief in May 2019.

**MFG.COM (Marietta, GA) | Marketing Manager****June 2015-September 2016**

- Developed ad campaigns alongside the Sales Team using tools like Keyword Planner and Hubspot to identify keywords and perform competitor analysis to generate 10,000 new sales leads.
- Teamed with the Engineering Department to create a detailed user guide to a key marketplace tool, ShopIQ, which decreased customer complaints on the platform by 43%.
- Wrote, edited, and designed all content for the marketing department, including hundreds of engaging customer nurture/sales emails, more than 50 blogs, and 3 ebooks, uploading them into a custom CMS.
- Managed the company's Facebook page to run targeted marketplace ads and perform persona research, focused on top-of-funnel strategies (raising product awareness and attracting prospects).

**MARIETTA DAILY JOURNAL (Marietta, GA) | Copy Editor****April 2014-June 2015**

- Copyedited dozens of local and wire stories each shift for one daily newspaper and two weekly newspapers, consistently meeting tight deadlines. Uploaded stories to content management system.
- Paginated and designed at least 5+ pages per day, writing cutlines, headlines, and breakout data boxes, as well as creating bespoke infographics and editing photos. Applied AP style.
- Collaborated with multiple internal teams, including the news desk and photography, to source stories and photos for all newspaper sections.

**URETEK HOLDINGS (Remote) | Social Media Coordinator****March 2014-June 2015**

- Managed Facebook, Twitter, and LinkedIn accounts alongside Social Media Manager to develop and deliver focused messaging as subject matter experts to drive visibility, engagement, and awareness.
- Increased Twitter followers 1,100%, Facebook likes 208%, and LinkedIn followers 137%.
- Developed and conducted three social media training presentations for more than 10 employees that detailed how to leverage social platforms and engage potential clients to establish trustworthiness.

**CLAPBOARD HOUSE PRESS LLC (Statesboro, GA) | Editor-in-Chief****January 2012-June 2015**

- Assisted owner with drafting and posting fiction and poetry submission calls, as well as building the Clapboard House Journal website using Squarespace.
- Owned the acquisitions process to evaluate and select authors for publication inclusion.
- Supervised editors to prepare and line-edit manuscripts for publication, resulting in 12 volumes.
- Won the "Best of the Web" award three years in a row.

**Education**

- **Full Sail University [Remote]:** Master of Fine Arts (MFA) in Creative Writing.
- **Georgia Southern University:** Bachelor of Fine Arts (BFA) in Creative Writing, Journalism minor.