

California, USA
(760) 802-3006
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Joey Jordan

Writer, Race Car Driver/Instructor

10 years of writing experience ranging from copywriting for B2B to ghostwriting/creative writing. 12 years of race car driving experience, 6 on a professional level. Performance driving instructor for 8 years.

EXPERIENCE

MINX Nails, San Diego – *Marketing Director*

June 2021 – May 2024

- Developed and oversaw all marketing content
- Personally wrote countless press releases, social posts, website content
- Aligned all online content for SEO

Freelance Writer – *Copy, Content, Ghostwriting*

October 2013 – current

- Direct Response Copywriting focused on Emails and Ads
- Blog writing with SEO emphasis
- Ghostwrote a 75,000-word narrative-nonfiction book

Porsche, Los Angeles – *Driving Instructor*

August 2016 – current

- Top-level instructor rated for all courses and vehicles
- Demo certified for the entire vehicle fleet
- Leader Role for Corporate events, including briefings

EDUCATION

University of California, Santa Barbara – *BA in History*

September 2012 – June 2016, Santa Barbara

Studied History with a 3.6 GPA with a thesis program on the Weathermen Underground. Also finished with a minor in Comparative Literature