

2533 S Gatewood Ln.
Boise, ID 83709

NATHAN D. JONES

(678) 447-5894
nathanjones10785@gmail.com
<https://www.linkedin.com/in/nathandj/>
[HTTPS://NATHANJONES10785.JOURNOPORTFOLIO.COM/](https://NATHANJONES10785.JOURNOPORTFOLIO.COM/)

EMPLOYMENT

Senior Copywriter	Red Aspen	August 2023-Present
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- Generated concise, creative, and compelling B2C and DTC-focused digital content including landing pages, blogs, digital ads, website content, email marketing, YouTube content, and product copy.
- Utilized UX copywriting and SEO best practices to promote Red Aspen's products across branded websites and landing pages, with a focus on increasing qualified leads and conversions.
- Focused on direct-response marketing copy, including engaging headlines and calls-to-action consistent with Red Aspen's predefined brand voice and tone.

Digital Content Writer	Velox Media	May 2021-February 2023
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- Wrote, edited, and published content for a variety of digital platforms, including website landing pages, VELOX Media blogs, email marketing campaigns, and social media posts.
- Researched industry-related topics and implemented SEO best practices across branded websites and landing pages, with a focus on increasing site traffic, bringing more qualified leads, and driving conversions.
- Crafted clear and compelling marketing content, including engaging headlines, meta descriptions, and strong calls-to-action consistent with VELOX Media's brand voice and tone.

Digital Copywriter	Cougar Mountain Software	November 2020-May 2021
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- Generated concise, creative, and compelling SaaS, B2B, and B2C-focused digital content including landing pages, email campaigns, blogs, digital ads, website content, and YouTube marketing materials.
- Utilized UX copywriting and SEO best practices to promote Cougar Mountain's products and services.
- Focused on direct-response marketing copy consistent with Cougar Mountain Software's predefined brand voice and tone.

Digital Copywriter	i-Blason LLC	May 2019-March 2020
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- Crafted clear, attractive copy to promote i-Blason and SUPCASE products across branded websites and landing pages, with a focus on increasing qualified leads and conversions.
- Collaborated with i-Blason team members to create engaging digital content for a variety of projects including web, mobile, social media marketing materials, and digital ad content across YouTube, Amazon, and Instagram.
- Strengthened consumer perception of i-Blason products by ensuring consistent, accurate use of brand identity across all internal and external communications.

Media Editor	CBS Corporation	August 2017-May 2019
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- Assisted with Ingest and QC/Editing of broadcast material for CBS Corporation, Katz Media Group, Sony Network Entertainment, MAVTV, and Entertainment Studios networks into multiple server systems.
- Operated routers, patch bays, waveform monitors, Vector scopes, and encoding equipment.
- Trimmed programming and entered timing information into Server Database, providing relief for Master Control Library and Media Coordinators when necessary.

Content Writer	izi.TRAVEL	March 2016-March 2018
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- Compiled, wrote, and edited several U.S. Historic Walking Tours for the izi.TRAVEL multimedia platform, connecting cities, museums, and their stories with travelers across the globe.
- Worked closely with SEO and Microsoft Office software to research and compile exciting and engaging information regarding peculiar local legends, mysteries, monuments, and Historic National Landmarks.
- Ensured quality deliverables to all clients by or before deadlines across a wide range of cities including Chicago, Denver, New Orleans, Niagara Falls, San Diego, and more.

Editor/Quality Control**ListenUp Audiobooks****March 2013-March 2018**

- Personalized and tailored existing Quality Control standards, with a focus on improvement through considerable experience gained as a writer, editor, and storyteller.
- Worked closely with Pro Tools Avid Technology, Adobe Systems, and Microsoft Office software.
- Ensured quality deliverables to all clients by or before deadlines across a wide range of titles from Audible, Random House, Macmillan Publishers, and Hachette Book Group.

EDUCATION

Carrollton, GA**University of West Georgia****August 2008-May 2012**

- B.A. in English with Minor in Creative Writing, May 2012

TECHNICAL EXPERIENCE/SKILLS

- Digital Content Creation, SEO, Content Writing, Project Management, Email Marketing, Social Media, Storytelling, Communication, Copywriting, UX Copywriting, B2B Digital Content, B2C Digital Content, DTC Digital Content, Marketing, Advertising, eCommerce, Copy Editing, Technical Writing, Proofreading, Research, Digital Media, Audio Editing, Video Editing, WordPress CMS, Twitter, Facebook, Instagram, YouTube, Amazon
- Microsoft Office, Shopify eCommerce Solutions, Sprout Social, Magento eCommerce, Outlook, Adobe Suite, Aspera Software Asset Management, Pro Tools Avid Technology, Vantage Telestream, Web Copy, SEO Optimization, Campaign Marketing, Google Suite, Slack