Boise, ID

NATHAN D. JONES

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PROFESSIONAL SUMMARY: Experienced and passionate writer, editor, and content creator, with a demonstrated ability to generate compelling, scroll-stopping content along a wide range of topics, voices, and styles. Excellent communication, organizational, and problem-solving skills, thorough attention to detail, strong prioritization and project management skills with 5+ years of UX Copywriting and Technical Writing experience for both the eCommerce and retail spaces. Familiar with current online trends and tools, with additional experience in AI tools, short and long-form copy, B2B, B2C, and DTC marketing, quality control, product messaging, brand strategy, and content management systems.

EMPLOYMENT

Senior Copywriter **Red Aspen** **August 2023-November 2025**
- Produced concise, creative, and scroll-stopping B2C and DTC digital content, including landing pages, blogs, digital ads, website content, email marketing, video scripts, YouTube content, and product copy.
- Employed UX Copywriting and SEO best practices to enhance the visibility of Red Aspen's products across branded websites and landing pages, concentrating on augmenting qualified leads and conversions.
- Crafted direct-response marketing copy featuring compelling headlines and calls-to-action that align with Red Aspen's established brand voice and tone.
- Increased Customer Retention by 40%, decreased bounce rate by 23%, and boosted session length by 27% through targeted content strategies.

Digital Content Writer **Velox Media** **May 2021-February 2023**
- Wrote, edited, and published 40+ monthly content articles for a variety of B2B and B2C verticals including beauty, skincare, fashion, footwear, restaurants, wellness, maternity, manufacturing, and business operations.
- 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**
- Generated concise, creative, and compelling SaaS, B2B, and B2C-focused digital content including landing pages, email campaigns, how-to guides, blogs, digital ads, website content, and YouTube marketing materials.
- Utilized UX Copywriting, Technical Writing, and SEO best practices to translate complex enterprise accounting system software features and concepts into clear, concise, and user-friendly documentation.
- 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**
- 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**
- Supported the ingest and quality control/editing of broadcast materials for CBS Corporation, Katz Media Group, Sony Network Entertainment, MAVTV, and Entertainment Studios networks across multiple server systems.
- Operated routers, patch bays, waveform monitors, Vector scopes, and encoding equipment.
- Trimmed programming and recorded timing information into the server database, providing coverage for Master Control Library and Media Coordinators as needed.

Content Writer   **izi.TRAVEL**   **March 2016-March 2018**
- 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 tourism destinations 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, Web Copy, Email Marketing, Social Media, SMS, Product Research, Brand Strategy, Brand Voice Development, Brand Tone Guidelines, Brand Extensions, Storytelling, Communication, Copywriting, UX Copywriting, B2B Digital Content, B2C Digital Content, DTC Digital Content, Advertising, eCommerce, Copy Editing, Technical Writing, Markdown, Proofreading, Research, Creative Problem-Solving, Digital Media, Paid Ads, Video Editing, Video Scripts, Video Captions, WordPress, Content Management Systems, Facebook, Instagram, YouTube, Amazon, Microsoft Word, Microsoft Excel, PowerPoint, Shopify, Sprout Social, Magento eCommerce, Outlook, Adobe Acrobat, Canva, Aspera Software Asset Management, Pro Tools Avid Technology, Vantage Telestream, Campaign Marketing, Sales Collateral, Google Suite, ChatGPT, DeepAI, Surfer AI, Jasper AI, Wiki, Grammarly, Hemingway Editor, SaaS Copywriting, Content Maintenance, Knowledge Base Content Development, GitHub