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## NATHAN D. JONES

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**PROFESSIONAL SUMMARY:** Experienced and passionate writer, editor, and content creator, with a demonstrated ability to generate engaging 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 writing 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, audio/video software, and content management systems.

### EMPLOYMENT

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Senior Copywriter	Red Aspen	August 2023-Present
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- 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.

Digital Content Writer	Velox Media	May 2021-February 2023
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- Wrote, edited, and published content for a variety of B2B and B2C verticals including fashion, skincare, 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
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- 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
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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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- 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.

