

Jenna D. Chan

Content strategist & writer

Contact jennachan@gmail.com 415-449-0797

Summary

User-focused, detail-oriented creator and strategist with experience in tech, e-commerce, and hard science, as well as on agency and in-house creative teams.

Experience

CONTENT STRATEGIST, GOOGLE, MOUNTAIN VIEW, CA MARCH 2018 – JANUARY 2019

Executed strategy for new initiatives

Created content for A/B testing and platform optimization

Documented new processes for localization and modular content strategy for Payments

Collaborated with design, engineering, legal, and marketing teams, as well as business partners and external vendors

ASSOCIATE COPYWRITER, ELEPHANT, SAN FRANCISCO NOVEMBER 2016 - DECEMBER 2017

Wrote content and designed user experiences for web, print, marketing campaigns, apps, and brand redesigns for clients ranging from Fortune 500 companies to SMBs

ASSOCIATE COPYWRITER, SEPHORA, SAN FRANCISCO FEBRUARY – NOVEMBER 2016

Concepted and wrote copy for omni-channel campaigns, including store signage, print collateral, web content, emails, and social media

Collaborated with art directors, designers, and marketers to execute marketing strategies

SENIOR COPYWRITER, PARTY CITY HOLDINGS, PLEASANTON, CA NOVEMBER 2013 – FEBRUARY 2016

Trained and managed junior copywriters and contractors

Ensured web copy alignment with SEO strategy

Wrote and edited editorial content as needed

Created first-ever style guide

Worked closely with merchandisers to coordinate samples for the editorial team

Collaborated with IT on the creation of a new CMS and oversaw content migration

**E-COMMERCE COPYWRITER, PARTY CITY HOLDINGS, PLEASANTON, CA
APRIL – NOVEMBER 2013**

Wrote SEO-friendly copy for thousands of consumer products

WRITER, EASTERN PUBLISHING PTE. LTD., SINGAPORE

JANUARY – JUNE 2012

Pitched and wrote 4-10 editorial pieces monthly to *Motherhood Magazine* and *GOLF Singapore*

Collaborated with clients on paid editorial (“advertorial”) pieces

Covered press and sporting events

Directed photoshoots

Interview celebrities and organizations

FREELANCE WRITER, PING HEALTHCARE. LTD., SINGAPORE

JANUARY – OCTOBER 2010

Wrote web editorials for *Livewell Magazine*, *Livewell Woman Magazine*, *Livewell Baby Magazine*, covering women’s health, childcare, sexuality, and nutrition

Education

Austin College, Sherman, TX, 2005

B.A. in Chemistry, 3.66 GPA

Skills

Web Analytics: Google AdWords, Searchmetrics

Microsoft Office

Content Management: Wordpress, Blogger, MarketLive

Basic HTML

References

Email jennachan@gmail.com for contact info

Kristen House, Senior Content Strategist — Manager, Google

Dave Ulrich, Creative Director, Copy — Manager, Elephant

Elizabeth Funk, Copywriter — Colleague, Sephora

Francisca Sidharta, Merchandiser — Colleague, Party City Holdings