

Jennie Siat (writes as Jennifer Xue)

<http://www.jenniferxue.com>

UX writer, content strategist & business writer. Award-winning author.

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🌐 JenniferXue.com

📖 [jenxebloom](https://jenxebloom.com)

CITIZENSHIP & WORK AUTHORIZATION

US Citizen - E-VERIFY under Jennie Siat (maiden name)

PORTFOLIO

Content Writing Portfolio: JenniferXue.com/portfolio ↗

UX Writing Portfolio: JenniferXue.com/ux-writing ↗

AWARDS

EPPIE Award for Excellence in Electronic Publishing (2003)

EPPIE

- Finalist under Non-Fiction How-To category
- E-book nominated: Guide to Become a Management Consultant

PROFESSIONAL EXPERIENCES

UX Writer & Lead Trainer (self-employed, beta phase)

UXWritingInstitute.com

01/2021 - Present

California, USA

Achievements/Tasks

- Founded an affordable UX writing training platform for global working students
- Led a group of senior UX writers and course developers to design industry-relevant hands-on online training programs for writing apps, software, and other UIs
- Developed UX writing courses using the latest research-based and hands-on materials

Salesforce Administrator

UXWritingInstitute.com

01/2021 - Present

California, USA

Achievements/Tasks

- Developed Salesforce systems administration for UX Writing Institute from lead generation to product distribution and invoicing
- Earned various Salesforce certification badges from Trailhead Salesforce Academy
- Salesforce Administration Certification is underway

SKILLS & LANGUAGES

Agile Content Marketing Content Strategy

Course Development Creative Writing

Digital Marketing E-commerce Indonesian Language

Journalism Mailchimp Microsoft Office Moodle

PR Pixelmator Project Management

Proposal Writing Report Writing SEO

Salesforce Administrator Slack Word Storytelling

Technical Writing UX Writing WordPress

BOOKS

E-book

White Paper Writing for Business

Author(s)

Jennifer Xue

2016

BookBoon, Denmark

E-book

Guide to Become a Management Consultant

Author(s)

Jennie S. Bev (former married name)

2003

FabJob, Canada

EDUCATION

MS in Instructional Design (Online Teaching and Learning)

California State University East Bay, Hayward

GPA: 3.98/4.00

MBA in Management

California Coast University, Santa Ana

SELECT PRESENT & PAST FREELANCE WRITING CLIENTS

ProWritingAid (SaaS, grammar and plagiarism check app) (UK) (03/2018 - 12/2020)

- Written blog articles related to writing, publishing, and being a writer

PROFESSIONAL EXPERIENCES

Writer, Content Strategist and Technical Writer

JenniferXue.com (independent contractor)

03/1999 – 01/2021

California, USA

Achievements/Tasks

- Strategized for optimized business and technical research and digital marketing campaigns, involving ebook writing, white paper writing, blog writing, press release writing, and email marketing resulting in massive audience engagement
- Written, edited, and proofread various deliverables, including press releases, user guides, manuals, reports, online help sections, ebooks, white papers, online courses, and various marketing collaterals
- Published more than 3,000 articles and 100 reports/ebooks to date.
- Worked with international brands, including Forbes, Fortune, Esquire, Cosmopolitan, Hewlett Packard, Twitter, Western Governors University, etc.
- Contributed regularly to Forbes (Asia), Business.com, Business2Community, Good Men Project, Positively Positive, Startup Nation, and others

Content Writer, Digital Marketer and Wordpress Web Developer (Contract, On-Site) Flashii App, Inc.

03/2019 – 04/2019

San Jose, CA

A recruitment solution for high-tech companies

Achievements/Tasks

- Redesigned the Wordpress site and blog with Elegant Themes DIVI theme
- Written landing pages and created gated content for recruitment of data scientists and Appian and PEGA developers
- Written blog posts relevant to the current contract recruitment trends
- Installed SEO plugin and set up SEO best practices for the whole site and individual pages
- Installed and set up Mailchimp email newsletter for RSS blog post automated deployment of new articles

Contact: Patrick Hanegan – patrick@flashiiapp.com

Content Specialist (Contract, On-Site) Eyefinity (VSP Global)

09/2018 – 11/2018

Rancho Cordova, CA

Eyefinity Marketing Communications under VP Kelly Balaam

Achievements/Tasks

- Written blog articles on various topics related to optometry practices
- Written e-books on optometry practices and cloud-based Eyefinity EHR and EPM software
- Wrote newsletter articles for internal and external audiences

Contact: Patrick Ibarra – patrib@vsp.com

Magazine Writer Forbes Asia (Indonesia edition)

03/2012 – 08/2020

Remote

Achievements/Tasks

- Contributed articles to "Global Viewpoint" column covering analysis on various global business trends in Indonesia and the world
- Frequency: Quarterly (2 hours worth of work)

SELECT PRESENT & PAST FREELANCE WRITING CLIENTS

News & Reviews Publications (nrpubs.com) (publisher of in-house magazines) (USA) (04/2019 – 07/2019)

- Written feature articles for in-house magazines covering business, health and wellness, and other topics

SmartCAT.ai (computer-aided translation with AI) (USA) (04/2019 – 06/2019)

- Written long-form articles on language services providers and translation technologies

Alder Koten (C-level staffing firm) (USA) (09/2016 – 04/2019)

- Ghostwritten weekly blog articles and ebooks under the CEO's byline

TIES.com The Gentle Manual (men's fashion and health blog) (USA) (11/2018 – 02/2019)

- Written premium blog articles related to men and their businesses

ShelfTrend (SaaS, data analytics for eBay merchant) (Australia) (06/2018 – 12/2018)

- Written advanced web content for educational and informational purposes

Pagely (managed Wordpress hosting) (USA) (08/2017 – 09/2018)

- Written blog, backlink articles, and publicity articles

Done by Friday (marketing agency) (New Zealand) (01/2018 – 09/2018)

- Written inbound articles and white papers

Oberlo (dropshipping app, part of Shopify) (Germany) (05/2017 – 09/2018)

- Written blog articles and pitch publicity and SEO articles to 3rd party publications.

TEACHING EXPERIENCE

Adjunct Professor and Tutor Western Governors University

2004 – 2008

Utah, USA

Tasks/Achievements

- Developed and prepared lessons for college-level students
- Taught college-level essay and paper writing online classes
- Taught 50+ classes, totaling 500+ students
- Managed by Abromitis Online Learning

Contact: Dr. Jacky Abromitis – jacky@abromitis.com

CERTIFICATES

Salesforce Administrator (forthcoming) (2021)

Certified in administering Salesforce CRM systemwide

Hubspot – Inbound Marketing, E-mail Marketing, and Content Marketing Certifications (2018)

Certified in inbound marketing, e-mail marketing, and content marketing

Springboard – Digital Marketing Career Track (2018)

A comprehensive career track certification in digital marketing covering inbound and paid marketing strategies

Facebook Advertising Core Competencies (08/2018)

Targeting core audiences, lookalike audiences, custom audiences, Facebook and TV, delivery overview, ad bidding and auctions, Instagram & analytics

Google Adwords Fundamental (06/2018)

Creating and tracking Google Adwords campaigns, analyzing results and ROIs

Google Analytics (01/2018)

Designing and implementing Google Analytics campaigns, analyzing campaign results and ROIs

PROFESSIONAL EXPERIENCES

Magazine Writer Kontan Daily

11/2011 - 12/2021

Business daily newspaper published in Jakarta, Indonesia

Remote

Achievements/Tasks

- Wrote articles for "Business Strategy" column every Friday in Indonesian
- Kontan is Indonesia's daily business newspaper with the largest circulation in the country
- Frequency: Weekly (4 hours worth of work)

Op-Ed Writer The Jakarta Post

09/2007 - 12/2016

The most widely read English newspaper in Indonesia

Remote

Achievements/Tasks

- Contributed op-ed articles covering social issues
- Frequency: As needed (1 hour worth of work)
- As requested by editor (on-call only)

VOLUNTEER EXPERIENCE

Public Affairs Mountain House Residents Action Group

2009 - 2010

Mountain House, California, USA

A resident-led action group dedicated to lobbying for anti-foreclosure causes

Tasks/Achievements

- Pitched press releases and news tips to newspapers on action group activism. Generated media coverages in Tracy Press, The San Joaquin Record.

Curriculum Adviser Cugenang School for Gifted Children

2011 - 2015

West Java, Indonesia

The first tuition-free school for gifted children in Indonesia

Tasks/Achievements

- Advised the curricula for gifted children based on scientific research and educated the public on issues related to education for gifted children

CERTIFICATES

IBM Data Science foundations (11/2017)

Fundamentals of data science and data analytics

Interaction Design Foundation - UX Certificates (on-going)

UX certifications

UC Irvine - Project Management (06/2016 - 10/2016)

Project management certificates in initiating and planning projects, management project risks and changes, and budgeting and scheduling projects

Project Management Certificate from UC Irvine (2015)

UC Berkeley - Technical Writing

Technical writing certification

Fiction Writing Masterclass by James Patterson

Story Workshop by Robert McKee

Teaching English as Foreign Language Certification from BridgeTEFL

REFERENCES

Haryono Tan, Spiritual Director, Good Shepherd Lutheran Church, Irvine

Contact: haryono.tan@outlook.com

Jose Ruiz, CEO, Alder Koten, USA (C-level staffing agency)

Contact: jose.ruiz@alderkoten.com