

# Jennie Siat (writes as Jennifer Xue)

<http://www.jenniferxue.com>

"UX writing is designing with words"

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📄 [jenxuebloom](https://www.jenxuebloom.com)

## CITIZENSHIP & WORK AUTHORIZATION

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

## PORTFOLIO

Content Writing Portfolio: [JenniferXue.com/portfolio](https://www.jenniferxue.com/portfolio) 📄

UX Writing Portfolio: [JenniferXue.com/ux-writing](https://www.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

**Writer (UX, Content Strategy, SEO and Technical)**

JenniferXue.com (principal)

03/1999 - 01/2021

California, USA

Achievements/Tasks

- Strategized for optimized UX/UI, SEO, business and technical research and digital marketing campaigns, involving UI design, 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, UI, web pages, landing pages, manuals, reports, online help sections, ebooks, white papers, online courses, and various marketing and UX 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

## SKILLS & LANGUAGES

Agile Content Marketing Content Strategy

Course Development Creative Writing

Digital Marketing E-commerce Figma

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

### UX Writer & Lead Trainer

#### UXWritingInstitute.com (self-employed, beta phase)

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

### 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

## 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

Figma Certification (06/2021 - 06/2021)

Certified in Figma

Design Thinking, UX Design, User Experience, Interaction Design (03/2018 - 12/2021)

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

## PROFESSIONAL EXPERIENCES

### 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)

### 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

### 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

### IBM Data Science foundations (11/2017)

Fundamentals of data science and data analytics

### 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