

Jennie Siat (Jennifer Xue)

jenniexue.com & jenniferxue.com

Author Bylines: Jennifer Xue (pen name), Jennie M. Xue (pen name) & Jennie S. Bev (former married name)

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SUMMARY

An accomplished digital marketing strategist, Forbes Asia columnist, instructional designer, opinion writer, business columnist, book/ebook bilingual author, UX writer, technical writer, and certified project manager with 15+ years in experience.

PORTFOLIOS

Bilingual Articles in English & Indonesian: JennieXue.com

JennieXue.com/archive/ [↗](#)

Content Writing Portfolio (English):

JenniferXue.com/portfolio [↗](#)

UX Writing Portfolio (English): JennieXue.com/ux-writing

[↗](#)

LANGUAGES

English ● ● ● ● ●

Indonesian ● ● ● ● ●

AWARDS

Ranked 1st page on Google for "how to make money on Instagram" SEO keyword

Open Google and type "how to make money on Instagram"

– With strong anchor and semantic SEO keywords, this long-form comprehensive article has been ranked on the 1st page of Google since 2018.

– <https://www.oberlo.com/blog/make-money-instagram>

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 (byline Jennie S. Bev)

SKILLS & LANGUAGES

Agile Content Marketing Content Strategy

Course Development Creative Writing

Digital Marketing E-commerce Excel

Indonesian Language Journalism Keynote LMS

Mailchimp Microsoft Office Moodle

No-code programming PR Pages Pixelmator

Project Management Proposal Writing

Report Writing SEO Salesforce Administrator

Slack Word Storytelling Technical Writing

UX Writing WordPress

PUBLISHED BOOKS

E-book

White Paper Writing for Business (English)

Author(s)

Jennifer Xue

2016

BookBoon, Denmark

Print Book

The Legend's Leadership Sir Alex Ferguson: Sukses Tiada Henti (Indonesian)

Author(s)

Jennie S. Bev (former married name)

2013

Kanisius, Indonesia

E-book

Guide to Become a Management Consultant (English)

Author(s)

Jennie S. Bev (former married name)

2003

FabJob, Canada

Print Book

Rahasia Sukses Terbesar (Indonesian)

Author(s)

Jennie S. Bev (former married name)

Date of Publication

2006

Bornrich Publishing, Indonesia

PROFESSIONAL EXPERIENCES

Digital Marketing Strategist, UX Writer, Technical Writer, Business Writer JenniferXue.com (principal)

03/1999 - Present

California, USA

Achievements/Tasks

- Strategized for optimized SEO, 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, 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

Founder - Online University California Applied University, LLC (USA)

03/2023 - Present

California, USA

Achievements/Tasks

- Founded an online university from scratch with proven curriculum inspired by top-notch university
- Led the curriculum development and LMS propagating teams
- Developed overall SOP and marketing strategies, including application to accrediting bodies and collaborations with reputable institutions
- Developed two subsidiaries from scratch: UX Writing Institute and StyleCareer.com (relaunched from an ebook publisher)

UX Writer & Lead Trainer 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

Business Columnist Forbes Asia (Indonesia edition in English)

03/2012 - 08/2020

Jakarta, Indonesia

Achievements/Tasks

- Contributed articles to "Global Viewpoint" column covering analysis on various global business trends in Indonesia and the world
- Archive of articles: <https://www.jennixue.com/category/forbes/>

EDUCATION

MS in Project Management Arden University, London

02/2023 - Present

MTh (Master in Christian Theology) Lucent University, Texas

08/2021 - 05/2023

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

Bachelor of Laws in Civil Law University of Indonesia

SELECT PRESENT & PAST FREELANCE WRITING CLIENTS

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

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

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.

PROFESSIONAL EXPERIENCES

Columnist

Kontan Daily (Indonesian)

11/2011 - 12/2021 Jakarta, Indonesia
The largest business daily in Indonesia with 450,000 copies per circulation

Achievements/Tasks

- Contributed articles to "Siasat Bisnis" (Business Strategies) column covering analysis on various business strategies applicable in Indonesia and overseas
- Archive of articles: <https://www.jenniexue.com/category/kontan/>

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

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

Columnist and Opinion Writer The Jakarta Post

09/2007 - 12/2016 Remote
The most widely read English newspaper in Indonesia

Achievements/Tasks

- Contributed op-ed articles covering social issues related to human rights, pluralism, minority rights, city dwelling, and others
- Archive of articles: <https://www.jenniexue.com/category/jakarta-post/>

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

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)

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

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 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