

# JESSE KLEIN

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**Present Location:**  
San Francisco, CA

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## EDUCATION

**University of Michigan**, Ann Arbor, MI

*Bachelor of Science:* Neuroscience, Economics (minor), Graduated December 2015

GPA: 3.5/4.0

Magna Cum Laude

## EXPERIENCE

**Freelance Journalist**, San Francisco, CA

01/2016 – present

- Featured in New Scientist, Climbing Magazine, The Week, The Christian Science Monitor, The Bold Italic, Grazia and many others.
- Focusing on outdoor and science feature pieces to tell the unseen side of popular topics.
- Have explained complex topics clearly and with an engaging narrative.
- Comfortable with data analytics, interviewing and uncovering unique stories.
- Experience pitching feature articles to outlets and working with the publication's editor on the final piece.

**Affirm, Inc**, San Francisco, CA

04/2018 – present

Position: Content Marketing Writer

Wrote reports, case studies, blog posts, marketing copy, and social media posts for a series E financial technology startup.

- Interviewed and wrote narrative profiles about our merchant partners to highlight Affirm's impact on their ecommerce business.
- Created and executed an editorial calendar that published once a week.
- Turned complicated analytical research in digestible reports and thought leadership blog posts to educate our merchant partners.
- Worked with our partner retailers to project manage and write copy for custom Instagram posts to increase our following and reach, including running giveaways during the holiday and travel seasons.

**Carta, Inc**, San Francisco, CA

05/2017 – 1/2018

Position: Content Marketing Manager

Responsible for the blog posts, marketing copy, editorial calendar, social media and case studies for a series C financial technology startup.

- Simplified complicated financial, equity and tax concepts into digestible and understandable articles to educate amateur founders.
- Analyzed data from over 7,000 private companies to find impactful stories to illuminate trends in the private market.
- Edited and ghostwrote top executives' pieces to improve clarity, word choice, and appeal to a novice reader aiming to highlight them as industry experts.
- Contributed to a full-scale rebrand, including name and logo change, featuring an updated mission statement, crafting of an origin story, and writing copy for the new website.
- Crafted video case studies to highlight how our most successful clients utilized our products.
- Ran a bi-monthly writer's workshop for employees to improve their writing skills.
- Created and executed a strategy to increase SEO presence, resulting in search terms jumping an average of 20 places.

**The Michigan Daily – Opinion section and Sports section**, Ann Arbor, MI

08/2011 – 12/2015

Position: Senior Editorial Page Editor, Writer

Responsible for section content quality including editing columns, blogs and editorials.

- Turned complex issues ranging from sexual assault to the university's green energy initiatives into an understandable piece.
- Published editorials with the voice of the paper that made strong arguments on specific issues.
- Hired and edited the first opinion bloggers and first faculty columnist to diversify the paper's viewpoints and increase online content and presence. Worked with less experienced writers to improve their reporting and voice.
- Led editorial board meetings of 30 diverse members concluding in crafting arguments on sensitive campus issues.
- Interviewed and endorsed candidates for public office to help readers make informed voting choices.
- Cultivated coaches and players as sources to build trust and in the end get the best information about the team.
- Crafted narrative stories for a game or athlete with a thematic through line from multiple interviews with coaches and teammates.

## SKILLS

Technical: Microsoft Office; InDesign; Adobe Illustrator; Adobe Photoshop; Google Adwords; SEO; Statistics software (Statview, SPSS, R Commander); conversational HTML and Markdown coding.

Non-Technical: Conducting investigative interviews; Ghostwriting; Editing; Client management; Conversational Spanish

## INTERESTS

Traveling (Peru, Argentina, Chile, South Africa, Australia), rock climbing, backpacking and fitness classes including boxing, yoga and barre.