

# JESSE KLEIN

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**Present Location:**  
San Francisco, CA

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## 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.
- Explaining complex topics clearly and with an engaging narrative.
- Experience pitching feature articles to national and global outlets and working with the editor on the final piece.
- Published a piece for Climbing Magazine that resulted in over 5,000 engagements on social media and double their average page views.

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

04/2018 – present

#### Position: Content Marketing Writer

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

- Interviewing and writing narrative profiles about our merchant partners to highlight Affirm's impact on their ecommerce business.
- Creating and executing an editorial calendar that published once a week.
- Finding analytical data driven stories using SQL and turned them into digestible reports and thought leadership blog posts.
- Working with our partner retailers to project manage and write copy for custom Instagram posts to increase our following.

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

05/2017 – 01/2018

#### 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 rebrand, including name and logo change, and crafting a mission statement, origin story, and new website copy.
- Created and executed a strategy to increase SEO presence, resulting in search terms jumping an average of 20 places on Google.

### **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.
- Hired and edited the first opinion bloggers and first faculty columnist to diversify the paper's viewpoints and increase online presence.
- 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.

## COURSES COMPLETED

Poynter's Hands-on Fact-checking; The Complete SQL Bootcamp; Kevin Allison's Intro to Storytelling by the Story Studio.

## SKILLS

Technical: InDesign; Adobe Illustrator; Adobe Photoshop; Google AdWords and Analytics; SEO; Statview; SQL; R Commander; HTML; Markdown.

Non-Technical: Investigative interviewing; ghostwriting; editing; client management; Spanish; social media management; fact-checking.

## EDUCATION

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

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

GPA: 3.5/4.0

Magna Cum Laude

## INTERESTS

Rock climbing, backpacking, traveling (Peru, Argentina, Chile, South Africa, Australia), and fitness including boxing, yoga and barre.