

# JESSE KLEIN

**Contact:**  
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**Present Location:**  
Denver, CO

**Online Portfolio:** [www.jesseerynklein.com](http://www.jesseerynklein.com)

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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.

### **5280**, Denver, CO

09/2019 – present

#### Position: Editorial Fellow

Local Denver publication, winner of a National Magazine Award.

- Responsible for fact checking on deadline over a dozen articles each month for the print magazine. My specialty is checking nuanced environmental stories and difficult-to-confirm outdoor adventure pieces.
- Curating the monthly events calendar focusing on fitness and outdoor recreation by building relationships with state parks and ski resorts.
- Working with editors including helping do preliminary research for long-form stories, transcribing interviews and uncovering sources.
- Pitching and writing science, outdoor and local articles for both the digital and print publication.

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

04/2018 – 08/2019

#### 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.

## 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.