

JESSE KLEIN

Contact:
jesseklein725@gmail.com
650-521-3222

Present Location:
Oakland, CA

Online Portfolio: www.jesseerynklein.com

LinkedIn: <https://www.linkedin.com/in/jesse-klein-52768395/>

EXPERIENCE

GreenBiz Group, Oakland, CA

04/2020 – present

Senior Editor

Two-decade-old sustainable business publication and events company with over half a million monthly readers and 10,000 attendees.

- Carbon, nature and agriculture reporter focusing on keeping businesses accountable on their sustainability initiatives.
- Interviewing leading food companies including PepsiCo, Danone, Cargill, Kellogg as well as small startups in the carbon crediting space.
- My articles are consistently in the top read articles including a piece on Tupperware with 20,000 page views in a week.
- Conceived of and editing GreenBiz's most popular guest column, 'Hire Learning,' resulting in over 3,000 pageviews per article.
- Moderating panels at GreenBiz Group events including GreenBiz22's highest attended panel.
- Edited a weekly newsletter on sustainable food systems and evaluated submissions for articles.
- Set up and run the analytics program for tracking the websites growth, page views, popular topics and more. Also provide qualitative analysis of the numbers on a monthly, quarterly and yearly basis.

Freelance Journalist, San Francisco, CA

01/2016 – present

- Writing for VICE, New Scientist, Climbing Magazine, WIRED, The New York Times, Techcrunch and others.
- Focusing on outdoor, climate and science feature pieces to tell the unseen side of popular topics.
- 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 – 1/2020

Editorial Fellow

Local Denver publication, winner of a National Magazine Award.

- Fact-checked over a dozen articles each month for the print magazine.
- Curated the monthly calendar of fitness and outdoor recreation events by building relationships with state parks and ski resorts.
- Assisted editors with conducting preliminary research for long-form stories, transcribing interviews, and uncovering sources.
- Pitched and wrote science, outdoor, and local articles for both the digital and print publication.

Affirm, Inc, San Francisco, CA

04/2018 – 08/2019

Content Marketing Writer

- Wrote reports, case studies, blog posts, marketing copy, infographics, 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 a weekly editorial calendar.
- Found analytical data driven stories using SQL and turned them into digestible reports and thought leadership blog posts.
- Worked 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

Content Marketing Manager

- 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.
- 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.

EDUCATION

University of Michigan, Ann Arbor, MI

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

GPA: 3.5/4.0

Magna Cum Laude

SKILLS

Technical: InDesign; Adobe suite; Drupal; Google AdWords and Analytics; SEO; Statview; SQL; R Commander; HTML.

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