

# JACKIE DANA

(512) 626-6790 | jackie@jackiedana.com

*Portfolio:* watercolormoon.com

**SUMMARY:** Proficient content manager, copywriter, and editor. Significant experience working for leading tech and Software as a Service (SaaS) companies. Proven track record in increasing blog engagement, revenue, and traffic. Strong project management and leadership skills. Deep knowledge of WordPress, social media, and SEO.

## EXPERIENCE

---

### Senior Content Manager

#### Namecheap.com (contract), 2016-present

Vision owner and manager of Namecheap blog. Write and edit articles, manage other writers, and oversee editorial calendar. Also write promotional copy and emails. Created and maintain company style guide. Tripled the number of monthly blog articles and grew traffic by 200% with monthly revenues over \$30K.

### Consultant & Editor

#### Red Pen Resumes (Austin, TX), 2017-present

Provide resume editing, job coaching, and other employment-related services.

### Content Manager, Copywriter, & Editor Watercolor Moon (Austin, TX), 2014-Present

Research, write, edit, and manage content for B2C clients, bringing a strong understanding of usability, SEO and conversion rates to all projects. Specialties include writing

research-based articles, documentation, and promotional/sales copy. Clients include Lin Digital, Monkee-Boy, Edudemic, The Zebra, and Living Direct.

### Happiness Engineer

#### Automattic (remote), 2012-2014

Provided one-on-one technical support for WordPress.com users via support forums, tickets, and live chat; created support documents; served as liaison between users and developers; trained new employees; managed WordPress.com Facebook page.

### Senior Academic Advisor

#### Department of Sociology, The University of Texas at Austin, 1995-2012

Served as academic advisor and program coordinator in department with 600+ majors. Created and led the Sociology Honors program; maintained advising center website and all online and printed materials; led workshops and departmental/campus events.

## SKILLS

---

- Professional writing & editing
- Project management
- Search Engine Optimization (SEO)
- UX and information architecture
- Individual & group training
- Event and conference organizing
- Facebook Groups, Pages, & Ads
- WordPress, HTML, CSS
- Cloud-based tools: Basecamp, Jira, Confluence, Trello, Smartsheet, Google Docs, Slack, & Flock

## EDUCATION

---

- Coursework in Computer Science & Information Science, University of Texas at Austin
- MA, History, University of Missouri-Columbia
- BA, English with Creative Writing Emphasis, University of Missouri-Columbia

## COMMUNITY ACTIVITIES

---

- **Municipal Liaison, NaNoWriMo, 2015-2019**  
Community organizer for the Austin region of the National Novel Writing Month. Organize panel discussions, write-ins, and social gatherings; moderate regional forums and Facebook group.
- **Leader, Write It Already! meetup, 2016-2019**  
Run local meetup of 1300+ members, providing workshops, write-ins, and writing resources.
- **Blog Content Manager, Texas Freelance Association, 2016-2018**  
Solicit, edit, and schedule articles for TFA blog.
- **Chief Organizer, BrainstormATX, 2016**  
Created and ran full-day conference for fiction and nonfiction authors.