**KAYLE JELLESMA**

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**WRITER/EDITOR**

**PROFESSIONAL SUMMARY**

Detail oriented writer and virtual assistant with years of experience and ability to create compelling, targeted, high impact, and industry-specific content. Adept in developing original content and news stories, working both independently and within a diverse team atmosphere. Ability to work under pressure and ensure strict deadlines are always met. Highly technical with expertise in print, social media and digital media storytelling. Extremely creative with the ability to gather record levels of followers in both print and digital media utilizing strong communication and writing skills to significantly gain loyal readers. Possesses highly developed communication and interpersonal skills, with the ability to build a good rapport with people from a diverse range of cultural and socio-economic backgrounds. Proven time management and project management skills with close attention to detail and experience in managing numerous projects simultaneously.

**AREAS OF EXPERTISE**

Copy Writing | Proofreading & Editing | Blog Management | Print/Digital Media | Virtual Assistant | Search Engine Optimization | Content Research | Keyword Optimization | Social Media Strategy Development | Social Content Planning | Inbox Management | Audience Outreach | Social Media Trends | Relationship Building | Time Management | Client Relations | Process Improvements | Research/Analytics | Community Building | Travel Planning | Multi-Tasking/Prioritization | Technical Expertise (MS Office Suite, HootSuite, Canva)

**WORK EXPERIENCE**

**Virtual Assistant |** Belay  **Dec 2022 – Present**

* Conducting the role of an administrative assistant virtually in multiple time zones.
* Actively maintaining clients’ calendars and alerting them to upcoming events and meetings.
* CRM / Database Management
* Maintaining multiple clients’ inboxes and organizing based on priority.
* Managing projects designated by clients.
* Pulling financial statements and reports.
* Travel Planning - Domestic
* Researching topics for various projects.
* Email Campaign Creation

**Article Writer/Editor and Community Manager |** NonFungible.com  **Nov 2021 – Dec 2022**

* Produce insightful content and articles published on the organization’s website.
* Edit and polish existing content to improve readability.
* Proofread content for errors and inconsistencies before publication.
* Conduct in-depth research on industry-related topics to develop original content.
* Coach users on crypto topics as well as assist the marketing team in developing content for advertising campaigns.
* Identify and recommend new content to address gaps in the organization’s current content.
* Create compelling headlines and body copy that captures the attention of the target audience.
* Schedule and host AMAs and Discord Stage Events.
* Intervene in community problems resolution through community organization.

**Writer |** Cbr.com (<https://www.cbr.com/author/kayle-jellesma/>) **June 2022 – Aug 2022**

* Regularly produce news articles to be posted on the organization’s website.
* Finish the articles within a tight two-hour deadline.
* Edit and polish articles before submitting them to the editor.
* Proofreading articles and searching for errors.
* Perform research on varying topics to ensure the accuracy of all articles produced.
* Liaised with the line manager to clarify assignment-related expectations as required.
* Submitted completed assignments in the stipulated format.

**Head of Online Organization |** Move Humanity Forward - Remote  **Feb 2019 – Sep 2021**

* Maintained consistent operations of social media platforms while driving traffic.
* Generated digital content and copies for posts and CTAs for volunteers.
* Created and upheld excellent relationships with organizers and influencers.
* Invented and organized new systems of communication for new Organizations.
* Liaised with the volunteers and the headquarters on behalf of the organization.
* Actively participated in fundraisers and event planning.
* Paid attention to modern trends to help in the reconstructing of platforms to fit the targeted audience.
* Maintained growth of platforms and ensured a productive spirit in the organization.
* Collaborated with volunteers to improve attendance and engagement with the organization in producing engaging content.

**Social Media Coordinator |** Yang2020 – Glen Haven, CO **Jan 2019 – Feb 2019**

* Coordinated moderators for all official and non-official platforms.
* Interacted with supporters to take advantage of positive posts and feedback to boost brand identification.
* Tracked competitors' content and social presence and responded appropriately when required.
* Influenced supporter engagement through social media.
* Consistently updated new content for events and organized grass-root operations.
* Conducted comprehensive analysis of key performance indicators monthly and applied the data to drive future strategic planning.
* Enhanced page content, keyword relevancy, and branding to achieve search engine optimization goals.
* Developed an optimal posting schedule, considering web traffic and customer engagement metrics.
* Suggested new ways to attract prospective customers, like promotions and competitions.

**Support Supervisor |** Apple Project (Transcom) – Estes Pak, CO  **Aug 2017 – Dec 2018**

* Oversaw social media accounts’ layouts and engaged end-users, and answered questions via email, phone, website live chat, and forums.
* Headed support team as level-two supervisor aiding Apple users globally in a 24/7 support environment.
* Maximized sales by educating prospects on the benefits of products and services in comparison to competitors.
* Provided Tier 2 IT support to non-technical internal users’ personnel through desk-side support services.
* Compiled documentation for cases and claims for damaged, lost, and displaced packages.
* Installed PC and Apple desktops and laptops and all types of mobile devices.
* Managed customers' expectations of support and technology functionality in order to provide a positive user experience.
* Combated malware, ransomware, and other threats from laptops and desktop systems.

**Freelance Writer|** Various Companies – Tucson, AZ **Apr 2016 – Aug 2018**

* Drafted and proofread blog and social media posts, website copy, and articles.
* Consistently met deadlines in completing of proposals and setting up contracts.
* Authored 15 books with style and voice to fit selected genres.
* Conducted in-depth research and wrote two long-form pieces on a weekly basis.
* Edited assignments to ensure that they are accurate and well-presented.
* Formulated assignments in accordance with prescribed specifications.
* Liaised with the line manager to clarify assignment-related expectations as required.
* Submitted completed assignments in the stipulated format.

**EDUCATION**

**Bachelor of Arts: 2D Animation** | Rocky Mountain School of Art and Design - Boulder, CO (Ongoing)

**History, English, and German** | University of Arizona - Tucson, AZ (No Degree)

**High School Diploma** | Cienega High School - Vail, AZ

**REFERENCES**

**Rebecca Nagy**

**Deputy Social Media Coordinator**

**Yang2020**

Location: Remote

Phone: (810)599-5860

Email: Nagy.Rebecca.91@gmail.com

**Tori Buell**

**Social Media Manager**

Location: Remote

Phone: (540)940-9629

Email: victoria@nonfungible.com