



JONATHAN "JCC" CHAN-CHOONG

Copywriting / Content Creation

SKILLS

Google		Mailchimp	●●●●
- Analytics	●●●●	Microsoft	
- Tag Manager	●●	- Word	●●●●●
- Office Suite	●●●●	- Excel	●●●●
- Adwords	●●●●	Facebook Ad Manager	●●●●
Wordpress	●●●●	Social Media Trending	●●●●
HTML	●●●●	Adobe	
CSS	●●	- Photoshop	●●●●●
SEO	●●●●●	- InDesign	●●●●●
Copywriting		- Premiere	●●●●●
- Blog	●●●●●	iMovie	●●●●
- Social Media	●●●●●	Garage Band	●●●●
- Advertising	●●●●●		

About me

I am a proactive, high energy, and detail-oriented Marketing and Communications professional. My passion is in producing creative and interactive written and media content driven by KPIs and marketing strategy.

High quality output and problem-solving are what I bring to every team. I can't wait to grow your organization and work alongside you.

PROFESSIONAL HISTORY

Freelance Writer, Muay Thai Tips | Toronto | 2020-Current

A blog and social media company, Muay Thai Tips' goal is to connect the global nak muay (practitioner) community through lifestyle and technical content.

- Increased quarterly web traffic by 82% and LY traffic by 135%

Freelance Copyeditor, Art Therapy with Phuong | Toronto | 2020

A practicing Certified Art Therapist advocating for accessible mental health to BIPOC communities.

- Edited and optimized website for SEO and UX

Communications Coordinator, Hollyhock | Vancouver | 2018-2020

Canada's leading lifelong learning centre, Hollyhock is a not-for-profit that exists to inspire, nourish, and support those changing the world for the better.

- Managed and built digital strategy through social media, ads, and website traffic. A member of the copyediting and writing team to deliver succinct blog posts, print, and email campaigns.
- Increased net sales by 13% in 2019; best sales growth since 2008
- Built and maintained website utilizing SEO analytics to determine opportunities and successes in visibility; increased web traffic by 17%
- Strategized social media and digital ad strategy; increased social media followers by 62% (Instagram) and 15% (Facebook)

Freelance Writer, Eric Sana Custom House | Vancouver/Toronto | 2018-2019

Toronto and Vancouver based custom tailoring company specializing in completely bespoke experiences for clientele.

Loss Prevention Associate Manager, Aritzia | GTA | 2014-2017

Innovative leader in the retail and web fashion landscape pushing the boundaries in design, structure and operations.

- Elevated staff performance to maximize resources and provide consistent client servicing through in-the-moment coaching, developing best clientele practices and establishing benchmarks
- Conducted store audits and KPI analysis to identify areas of opportunity and develop Courses of Action

Contact

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Fun Facts

I am an avid creative writer and poet, performing at poetry slams and art forums. Most recently, I had my poetry featured in *From Stage to Page* held by the *Community Arts Council of Vancouver*.

I am also the Creative Director of *Ambig.*, a podcast about ambiguous individuals living during ambiguous times, and a practitioner of Muay Thai for the last 9+ years. So if you can't find me writing or performing, I'm strapping on the gloves.

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GIVING BACK

Talk Watch Squad, Creative Mornings | Vancouver | 2020-Current

Provide weekly feedback on talk recordings and find quotables for marketing collateral.

Marketing Coordinator, SGI Canada | Toronto | 2017-2018

Worked alongside the coordinator team to plan Buddhist youth events; wrote marketing content to support growth objectives.

- Launched new marketing plan and event formatting to increase membership by 100%

Garden Communication Coordinator, Malvern ANC | Toronto | 2012-2018

Organized local community garden and food workshops; wrote and edited community communications and media content.

- Planned and executed community events, highlighting health and wellness through seminars and marketing material

EDUCATION

Viral Marketing, Certificate | University of Pennsylvania | 2020

Google Analytics - Advanced | Google Analytics Academy | 2018

Content Marketing Strategy, Certificate | University of California | 2018

Social Impact Strategy, Certificate | University of Pennsylvania | 2017

Nutrition and Food; Marketing, Undergraduate | Ryerson University | 2011