# JASON AXELROD

### CONTENT WRITER / STORYTELLER

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## PROFESSIONAL AWARDS

- 2020 ASBPE Awards of Excellence | National Bronze and Regional Gold | Editorials
- 2019 ASBPE Awards of Excellence | National Bronze and Regional Silver | Online Feature
- 2018 Informa Awards (worldwide company awards) | Shortlisted | Leading the Way category
- 2018 ASBPE Awards of Excellence | Regional Bronze | How-To Article
- 2017 ASBPE Awards of Excellence | Regional Silver | Infographics
- 2015 Arizona Press Club Awards | Third Place Finalist | Best Community Business Reporting

## PROFESSIONAL EXPERIENCE

### Senior Content Writer | ARPR Agency | Atlanta, GA | Apr. 2021–Present
- Wrote 1-3 bylines, blogs and abstracts per week for cloud, cybersecurity, FinTech and health IT clients
- Distilled diverse technical subjects into SEO-ready writing for a variety of professional audiences
- Collaborated with multiple internal teams and client-side teams to fulfill clients' content needs
- Conducted story mining calls with client subject matter experts to find topic ideas for content planning

### Content Writer / Editor | American City & County (Informa) | Atlanta, GA | Mar. 2016–Apr. 2021
Began as a staff writer and was promoted in under 2 years into a leadership and editorial role while still producing content on a weekly basis
- Wrote 2-4 short-form and long-form online B2B media articles per week to inform audience perceptions
- Sourced and interviewed subject matter experts about local government issues and trends
- Distilled complex concepts and data into audience-friendly, SEO-ready language
- Copyedited daily website content, tri-weekly newsletters and magazine issues to AP Style guidelines
- Developed and implemented new digital and print assets to achieve business objectives
- Published content on Drupal and Wordpress, using metadata and SEO best practices.
- Produced interactive data visuals via Tableau, infographics via Venngage and podcasts via GarageBand
- Collaborated with editorial team to shape and implement content strategy
- Built and managed ongoing pipeline of freelancer-penned content
- Served as editorial team lead on multi-month website redesign, meeting weekly with UK-based IT team

### Digital Media Specialist | MicroCorp Inc. | Marietta, GA | May 2013–May 2014

### Editorial Intern | Mother Nature Network | Atlanta, GA | Aug. 2012–Apr. 2013

## EDUCATION

### Arizona State University | Walter Cronkite School of Journalism & Mass Communication
*Master of Mass Communication* | Business journalism specialization | Dec. 2015
- Inductee | Kappa Tau Alpha National Journalism Honors Society (graduated in top 10% of class)
- Reporter / Web Producer | Cronkite News | Aug. 2015–Dec. 2015
- Business Reporting Intern | The Seattle Times | Seattle, WA | May 2015–Jul. 2015
- Freelance Reporter | The Arizona Republic and Phoenix Business Journal | Feb. 2015–May 2015
- Graduate Assistant | ASU & National Center on Disability and Journalism | Aug. 2014–May 2015

### The University of Georgia | Grady College of Journalism & Mass Communication
*Bachelor of Arts in Journalism, cum laude* | Major**:** Mass media arts | Aug. 2012
- Opinions Editor | The Red & Black student newspaper | Apr. 2012–Aug. 2012
- Staff Writer | The Red & Black student newspaper | Sep. 2010–Apr. 2012

## SUMMARY

Award-winning digital content writer, editor and producer with agency experience and track record of creating content solutions to influence or inform various audiences.

Skilled at distilling diverse, complex concepts into SEO-driven, engaging written and visual content and charting content performance via analytics.

Seeking roles such as content writer, content producer, content editor or storyteller with a B2B company.

## SKILLS

**Content creation:**
- HTML and CSS
- Microsoft Office suite
- AP Style writing
- Copyediting
- Interviewing
- Podcast production
- SurveyMonkey

**Digital production**:
- Drupal CMS
- Wordpress CMS
- Constant Contact
- Google Analytics
- Hootsuite
- Newsletters
- SEO and metadata

**Visual media:**
- Adobe Photoshop
- Adobe Premiere Pro
- Infographic design
- Photography
- StoryMap JS
- Timeline JS
- Tableau
- Videography