# Jasselene Nicole Ramirez

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## Profile

Passionate outdoor and lifestyle writer with more than three years of professional experience crafting engaging, SEO-driven content for digital and print media. Skilled in developing unforgettable narratives, gear reviews, and adventure guides that resonate with readers who love the outdoors. Strong editorial background in AP Style, fact-checking, and brand voice alignment. Adept at collaborating with editors, meeting tight deadlines, and contributing to multimedia storytelling strategies. Brings real-world knowledge of hiking, camping, and sustainable living, with a mission to inspire people to get outside and live actively.

## Experience

### Freelance Feature Writer

Clients include Eco Horizons and Field & Hearth

Remote | Jan 2021 – Present

- Pitch and write long-form feature stories (1,500–3,000 words) on outdoor recreation, sustainable DIY, and adventure travel.  
- Published 150+ articles with strong reader engagement and SEO performance, often ranking on page one of Google search results.  
- Collaborate with editors to refine story angles, incorporate feedback, and ensure brand alignment.  
- Uphold high editorial standards through rigorous fact-checking, accurate sourcing, and AP Style compliance.

### Adventure & Gear Contributor

TrailMarked Magazine (contract)

Remote | Jul 2020 – Mar 2023

- Produced gear reviews, trail guides, and seasonal outdoor preparation content for beginner-to-intermediate adventurers.  
- Conducted interviews with park rangers, outfitters, and field experts to enrich reporting with firsthand knowledge.  
- Delivered detailed, service-focused pieces such as road trip itineraries, layering strategies, and eco-friendly camp practices.  
- Met weekly deadlines while maintaining editorial quality in fast-paced production cycles.

### Copy Editor & Blogger

GreenPatch Collective (Sustainable Living Blog)

Remote | Mar 2019 – Dec 2021

- Edited and fact-checked contributor submissions covering homesteading, permaculture, and outdoor cooking.  
- Wrote blog posts on topics such as eco-landscaping, composting systems, and backyard gardening.  
- Managed the editorial calendar and coordinated publishing workflow using WordPress and Trello.

### Staff Writer – Outdoors & Community Features

Baytown Living Weekly

Baytown, TX | May 2017 – Nov 2019

- Reported on local conservation efforts, outdoor events, and community garden initiatives.  
- Authored weekly features with photography to highlight regional outdoor culture and DIY home projects.  
- Built strong relationships with local organizations and environmental groups to ensure accurate coverage.

## Education

Associate of Arts – Liberal Arts  
Lee College, Baytown, TX | Graduated 2012

## Skills

- Outdoor storytelling: hiking, camping, gardening, sustainability  
- Feature writing, service journalism, listicles, and guides  
- SEO optimization, keyword research, and digital publishing  
- WordPress, CMS tools, and content scheduling platforms  
- AP Style, brand voice adaptation, and editing for clarity  
- Expert interviewing and sourcing for accuracy  
- Strong communication and remote collaboration  
- Multimedia awareness (social integration, photo sourcing, cross-platform adaptation)