**Jasselene Nicole Ramirez**  
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**PROFILE**

Versatile and self-motivated outdoor and lifestyle writer with over three years of experience crafting SEO-optimized, long-form content across gardening, adventure travel, and homesteading niches. Skilled in digital publishing tools including WordPress and custom CMS platforms. Committed to clear, engaging storytelling that empowers readers to take action—whether it’s exploring national parks, starting a backyard garden, or tackling seasonal home projects. Thrives in independent remote environments and meets fast-paced editorial deadlines with clean, AP-style copy.

**EXPERIENCE**

**Freelance Feature Writer**  
*Various Clients (including The Spruce, EcoLiving Daily, and HomeRooted)*  
*Remote | Jan 2021 – Present*

* Research, pitch, and write long-form articles (2,000–3,000 words) on outdoor adventure, gardening, and sustainable DIY living.
* Write high-ranking, evergreen content optimized for organic search using SEO tools like Clearscope and Yoast.
* Published over 150 articles across digital publications with an average engagement time of 4+ minutes per article.
* Maintain consistent tone and formatting across platforms using AP Style and in-house editorial guidelines.

**Content Contributor – Adventure & Gear**  
*TrailMarked Magazine (Contract)*  
*Remote | Jul 2020 – Mar 2023*

* Wrote expert-driven gear reviews, trail guides, and how-to articles targeting beginner and intermediate hikers and campers.
* Interviewed local park rangers, botanists, and outfitters to enrich story accuracy and reader trust.
* Covered topics from national park road trip itineraries to seasonal layering for high-altitude treks.
* Collaborated with the editor to refine story angles and meet strict weekly deadlines.

**Copy Editor and Blogger**  
*GreenPatch Collective (Sustainable Living Blog)*  
*Remote | Mar 2019 – Dec 2021*

* Edited contributor submissions on homesteading, permaculture, and outdoor cooking for clarity, tone, and formatting.
* Authored blog posts focused on backyard composting, herbal remedies, and eco-conscious landscaping.
* Managed editorial calendar using Trello and published content directly into WordPress CMS.

**Staff Writer – Outdoors & Home Projects**  
*Baytown Living Weekly*  
*Baytown, TX | May 2017 – Nov 2019*

* Reported on regional outdoor events, community garden initiatives, and local conservation efforts.
* Produced weekly features and photo essays spotlighting home improvement DIYers and urban farmers.
* Built strong relationships with local organizations including Baytown Nature Center and Gulf Coast Wildlife Rehab.

**EDUCATION**

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

**SKILLS**

* Long-form content creation (2,500+ words)
* WordPress & custom CMS platforms
* SEO optimization & keyword research
* AP Style and in-house editorial standards
* Outdoor writing: camping, hiking, gardening, homesteading
* Interviewing & sourcing expert insights
* Time management in remote freelance settings
* Feature writing, service journalism, listicles, and guides
* Social media integration & cross-channel formatting