

# Jordan Heatwole

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## Dear Hiring Manager:

Hello!

I believe I have the necessary skills and interests to succeed as a web specialist at Tyler Technologies and I'd love to apply for the role. To view a demonstration of my qualifications for this position, please [click here](#). This page was built entirely by copying existing code from the Tyler site, editing it in JSFiddle to meet my needs, and publishing on GitHub.

I started down my current career path by receiving a bachelor's degree in technical communication, which involved courses like Advanced Web Design, Information Design, and Usability Testing. After college, I began working in content development and marketing roles at technology companies and as a freelance thought leadership ghostwriter. In every role of my career, I have worked with HTML, CSS, JavaScript, XML, or SQL to varying degrees. Multiple project stakeholders have vouched for my ability to understand and manipulate these languages to achieve the desired result.

I have created and edited templated websites on Weebly, WordPress, Squarespace, and Wix, and I have edited content on a web-based software built entirely in WordPress for Business. The [site I currently use](#) for freelancing was created on Weebly and all content was successfully migrated to Squarespace. I own my own domain through GoDaddy and have connected it to G Suite and Squarespace. I traded a local graphic designer copywriting for a logo and brand fonts and colors, which I implemented throughout my site for a cohesive brand experience. I have also worked extensively with Google Analytics, Admin Console, Search Console, Keyword Planner, AdSense, Ads, and more.

In addition to my technical and web design-related skillsets, I have managed more than 125 creative projects, drafted and sent more than 105 marketing emails, been responsible for thousands of online help topics, and created more than 50 process tutorial videos. As a freelancer, I have written for more than 85 brands including Microsoft and American Airlines, and more than 120 of my ghostwrites have been published on third party publications including GovTech, ReadWrite, Entrepreneur, Inc.com, and Forbes. I have also received HubSpot certifications in content marketing, inbound, and inbound marketing; Advanced Google Analytics and Google Analytics for Beginners certifications from Analytics Academy; and recognition for my full-time and freelance work from both external clients and internal stakeholders.

I feel I have proven my efficacy in content creation and would like to progress my career by mastering new skillsets. My goal is to move away from writing-centric roles and into more technical and analytical roles. I'm interested in data mining and analysis, information design, content publication, and search engine optimization (SEO) in particular. I'd like to play a vital role in creating, maintaining, and optimizing online marketing content, and believe I can do so for the Tyler marketing team by:

- Ensuring consistency of visual design and content tone across web presence to solidify brand to market
- Managing Google Analytics, studying and reporting on trends, and using those findings to advise on content
- Ensuring thorough and accurate use of SEO best practices across web presence to increase search result rankings and digital footprint

Please feel free to view my [LinkedIn profile](#) or my attached resume for more specifics on my experience. I look forward to working with you.

Thanks for your time!

Sincerely,



Jordan Heatwole



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## Objective

Support Tyler Technologies' corporate and divisional strategic initiatives through technology management and enhancement. Use web design, development, and content production to help provide a meaningful user experience for all visitors to Tyler's corporate website, intranet, and related microsites.

## Experience

### Marketing Content Specialist | Tyler Technologies | 07/2017 – Present

Create and manage marketing content; track, analyze, and report on marketing content performance

- Edited landing page and email layouts using **HTML**
- Managed **125+ creative projects** to date
- Drafted and sent **105+ client- and prospect-facing targeted and nationwide emails** to date
- Consolidated content from **20 web pages to 13** during site redesign; edited and mapped content for new templates
- **Recognized by client** for user conference project management **and by management** for trade show campaign planning and client story writing

### Freelance Writer | Self-Employed | 04/2015 – Present

Ghostwrite articles, blog posts, and other online marketing content

- Created and maintained personal website utilizing **CSS and JavaScript**
- Completed **170+ projects** for **10+ clients, 85+ brands**, and **80+ publications** to date
- Have had **125+ content pieces published online** to date
- Wrote and published **20 blog posts** featuring leaders in Lubbock community
- **Recognized by 2 clients** for content quality, professionalism, and ability to meet deadlines

### Lead Content Developer | Tyler Technologies | 03/2017 – 07/2017

### Content Developer | Tyler Technologies | 01/2015 – 03/2017

Received ScrumMaster certification and served as ScrumMaster; served as Jira and RoboHelp subject matter expert; created and maintained online help systems; edited and formatted technical documentation; promoted to team lead after 2 years

- Updated UI of LGD online help systems to align with Tyler UX using **CSS, JavaScript, and HTML**
- Linked online help topics to help button on appropriate window in software using **XML**
- Made release notes display in user-facing widget in software using **HTML**
- Revamped online help system (**4,000+ topics**) in **first 9 months**; led team of 3 responsible for researching, creating, and maintaining more than **10,000 help topics for 12 software product suites**
- Consistently led scrum team to **complete 100% of assigned story points** within each 2-week sprint
- Created **50+ software process tutorial videos** and documented **25+ software releases and countless patches**
- **Recognized by software support and 2 product managers** for productivity and attitude **and HR** for making positive impact on organization

### Operations Support/Writer | CIG Logistics | 09/2014 – 12/2014

Kept thorough documentation ranging from meeting minutes to system requirements to change management procedures and more as privately held company merged with public-facing company

- Looked up information in database for support and QA purposes using **SQL**

### Writer/QA/Support | TimeForge | 02/2014 – 09/2014

Served as front-line support, internal and external content writer, editor, and exploratory tester

- Updated and published site content to enhance SEO value using **HTML**



## Education

B.A. | Technical Communication  
Texas Tech University | 12/2013 | Major GPA: 3.6

### Relevant Coursework\*

[Advanced Web Design](#) | Fall 2013 | B

[Information Design](#) | Spring 2013 | A

[Usability Testing](#) | Fall 2013 | A-

\*transcript available upon request

## Certifications

### Analytics Academy

[Advanced Google Analytics](#) | Valid through 04/2022

[Google Analytics for Beginners](#) | Valid through 03/2022

### HubSpot Academy

[Content Marketing](#) | Valid through 08/2020

[Inbound](#) | Valid through 08/2020

[Inbound Marketing](#) | Valid through 07/2019

## References

### Reskin Online Help Systems

"With Tyler rolling out TUX and unifying the look and feel of our software, the Interactive Content Department needed to completely update the user interface of our online help systems. Jordan was a part of this process from start to finish and helped with anything needing to be done.

After the new online help UI was created in Adobe RoboHelp, deploying the skin to multiple help systems was quite complicated. Jordan took the lead on this project. She defined a step-by-step process, implemented her system, and changed the UI on at least 11 online help systems. Along the way, she trained other team members on how to reskin their RoboHelp projects.

Although this project involved learning new skills, Jordan jumped right in and went above and beyond to gain expertise and help the team. We couldn't have done it without her."

- [Mark Brumley | Senior Tyler University Learning Manager | Tyler Technologies](#)

### Map Help Topics

- [Doug Nutsch | Senior Manager of Software Engineering | Tyler Technologies](#)

### Populate Release Notes Widget

"Jordan was a tremendous help in ensuring the Release Notes widget in our Eagle Treasurer application worked properly after our online help files and release notes were reformatted. After troubleshooting our issues, making fixes to the HTML tags and formatting on the help site, and ensuring that our application was working correctly, she put together a step-by-step process to ensure that issues would not arise in the future. This checklist has also ensured that the publishing of release notes has continued without issue even after Jordan left the position.

Jordan's dedication to teamwork, her work with our online help files and release notes, and her positive attitude are all pieces that would most certainly contribute to her success in the Web Specialist position."

- [Thomas Lees | Product Analyst | Tyler Technologies](#)

