

WEBSITE

jrnny.com

MOBILE

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JENNY NELSON

Background in humor & digital experience, dedicated to sustainability & access to resources

Bachelor's degree @ NYU Gallatin School of Individualized Study '14

Code Societies student & exhibitor @ School for Poetic Computation '18

RELEVANT EXPERIENCE

FREELANCE COPYWRITER

Codecademy
Brooklyn, NY | MAY 22 - PRESENT

I work closely with a creative team of designers and writers, as well as CRM, social media, and content leads, to develop ideas and copy for landing pages, on-site UX, emails, paid ads, and more. I maintained a glossary of product features to ensure value propositions and product descriptions are consistent and accurate.

COMMUNITY COMPOSTER

Imani Community Garden
Brooklyn, NY | SINCE JUL 2021

I work weekly shifts at the food scrap dropoff for my community garden's compost program. I greet visitors, collect and record data regarding the compost piles, coordinate with other members, and perform additional tasks around the garden.

Earth Matter

Governor's Island, NY | MAR - MAY 22

I learned and worked with a cohort of 8 GreenThumb-sponsored apprentices at Earth Matter's Compost Learning Center and Soil Start Farm, where we maintained a variety of compost devices, grew plants from seed with amended soil, and gained skills to take back to our community gardens.

SENIOR WRITER, CONTENT & PRODUCT

Google Primer
New York, NY | SEP 18 - APR 22

I wrote creative content, UX, and marketing collateral for Google Primer, an educational app for small business owners and job seekers. I oversaw illustrations and translations of app content localized for markets worldwide and led the effort to create content centered on workplace inclusion.

CREATIVE EDITOR

Poncho
Brooklyn, NY | DEC 16 - JUN 18

I wrote, edited, and coded forecast jokes, horoscopes, and additional interactive content for Poncho, a weather app and multi-platform chatbot with a global audience. I created a bot version of Andy Cohen's dog Wacha in a partnership with Bravo and 'Watch What Happens Live.'

FREELANCE WRITER

Brooklyn, NY | MAY 13 - JAN 19

I've written humor essays, interviews, profiles, videos, and interactive online experiences. My work has appeared in digital and print magazines including FADER, Videogum, and The Awl.

GALLERY SUPERVISOR

Powrplnt
Brooklyn, NY | AUG 16 - SEP 19

I supervised an afterschool computer lab in a Bushwick art gallery and community space. I opened and closed the lab, greeted visitors, assisted children and adults in using the computers, and coordinated with event organizers.

PROFESSIONAL SKILLS

COPY EDITING

AUDIO & VIDEO

HTML & CSS

RESEARCH

DATABASE MANAGEMENT

UX WRITING

PHOTOSHOP

SOCIAL MEDIA

COLLABORATION

PUBLIC SPEAKING