

**Jordan M. Loa**  
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### **PROFESSIONAL SUMMARY:**

A solid copyeditor, copywriter and technical writer with experience writing and editing training materials, technical materials, product descriptions, blogs, advertising and social media copy, and also possesses a strong knowledge of social media with a keen eye for detail. Key areas of expertise are:

- Windows Operating Systems
- Microsoft Office Suite
- SnagIt
- Biteable
- HootSuite
- AP style
- Project management systems
- WordPress
- Adobe Acrobat Pro
- Google Analytics
- Technical writing, social media writing, Marketing/blog writing
- Working under minimal direction & excellent communication skills
- Ability to learn & deploy new technologies

### **EDUCATION:**

**University of Texas at San Antonio**

**2010**

- BA, English

### **EMPLOYMENT HISTORY:**

**AT&T (Care of Axelon) - Dallas, TX**

**01/2022 - Present**

***Contract Copywriter - FirstNet, Built with AT&T***

- Use interview transcripts, videos and blogs to write case studies showcasing the life-changing impact FirstNet has on fire departments, police departments, EMS and public safety support personnel
- Write emails, flyers, social media ads and podcast ads for FirstNet campaigns and verticals such as fire, EMS, police and other public safety support verticals such as tow truck companies and electric companies
- Write emails, banner ads, escalator runners and other materials promoting FirstNet presence at conferences and trade shows
- Edit customer presentation flyers with updated FirstNet quarterly numbers

**Careington International Corporation, Frisco, TX****10/2015 – 01/2022*****Sales Administrator***

- Wrote B2B content for Sales department that includes blogs and eblasts
- Wrote social media content for Careington's broker program
- Created promotional videos for Careington's broker program that are distributed on social media and used on Careington's website
- Wrote plan descriptions for client websites

***Communications Review Specialist***

- Wrote and revamp product language that's used in pre- and post-sale materials for consumers and businesses, such as fulfillment kits, brochures and websites
- Wrote B2C blog posts covering a variety of health topics to bolster Careington's social media presence
- Wrote quarterly provider newsletter that's distributed to thousands of dental offices in the U.S. that covers new policies, procedures and Careington updates
- Reviewed client-created and Careington-created websites, landing pages, eblasts and postcards for grammar, punctuation, spelling and to ensure material represents the Careington brand accurately and professionally and that text matches vendor product language, rewriting copy as needed to enhance clarity

**Microsoft (Courtesy of Collabera) Las Colinas, TX****12/2014 - 07/2015*****Contract Technical Writer***

- Rewrote and redesigned customer-facing support documents for MSN Premium/Dial Up, transforming such documents into more user-friendly, understandable content, complete with screenshots for ease of understanding
- Updated internal support documents used by customer service personnel to include changes to policies and company updates

**ACE Cash Express, Las Colinas, TX****03/2014 - 09/2014*****Copy Editor/Instructional Designer***

- Created, edited and designed one-page learning materials for collectors to use for quick reference that covered a wide variety of topics, from customer service skills to efficiently processing various transactions
- Edited training PowerPoint presentations and weekly company-wide newsletter for grammar, spelling and clarity

**1000Bulbs.com, Garland, TX****11/2012 - 03/2014*****Copywriter***

- Used WordPress to write a weekly blog about relevant lighting news and provide everyday lighting tips
- Helped manage the company's social media presence on Facebook, Twitter and the company blog by handling negative reviews, creating posts and engaging with followers
- Edited product descriptions and twice-weekly email blast for grammar, style, organization and clarity