

Jordan Arizmendi

Senior Technical Writer



CONTACT INFORMATION:

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KEY SKILLS:

Content Development:

Technical Writing, Copywriting, Content Strategy, Editing and Proofreading, Legal Writing, Medical Writing, Marketing Copy, Blog and Long Form Content

SEO and Digital Marketing:

SEO Optimization, Keyword Research, Engagement Strategy, Conversion Copywriting, Google Analytics, SEMrush, Email Marketing (Mailchimp and Drip).

Content Management:

WordPress, Joomla, Drupal, Microsoft & Google Suite, Social Media Content, Online Publications.

EDUCATION:

Master of Business Association (MBA) - Health Administration

Florida Atlantic University, 2012

Bachelor of Arts in Communication

Florida Atlantic University, 2007

Published Projects:

- [Website Content Creation - NSD](#)
- [B2B Copy](#)
- [B2C Copy](#)
- [Advertorial Copy](#)
- [Books](#)
- Legal**
- [Courthouse reporting](#)
- [Prison Legal News](#)
- [Criminal Legal News](#)
- Medical**
- [Addiction Treatments](#)
- [HealthGains](#)

PROFESSIONAL SUMMARY:

Award-winning technical and marketing writer with over two decades of experience crafting high-impact content for legal, medical, and consumer industries. Adept at translating complex ideas into clear, engaging narratives that increase audience engagement, boost organic traffic, and drive conversions. Expertise in SEO-driven content strategies, legal/medical writing, and B2B/B2C marketing. Published author with six novels and extensive experience in content creation, copywriting, and editing.

WORK EXPERIENCE:

HUMAN RIGHTS DEFENSE CENTER

Assistant Copywriter/Editor, 2/2023 - 9/2024

Researched and authored legal articles for incarcerated audiences, simplifying complex legal issues for accessibility. Edited and proofread over 100 pages a month of legal publications, ensuring 100% accuracy and compliance with legal standards. Contributed to editorial planning, working closely with legal experts to develop high-impact content.

NATION SAFE DRIVERS

Chief Copywriter, 2/2022 - 9/2022

Led the content development for website relaunch, writing all site copy to align with SEO and conversion strategies. Increased organic web traffic by 35% through data-driven content strategy and targeted keyword research. Developed blog and social media content that boosted customer engagement by 25%.

HEALTHGAINS

Chief Copywriter, 5/2021 - 2/2022

Wrote high-ranking SEO articles for therapeutic and mental health websites, increasing organic search visibility. Contributed blog content that led to a 40% increase in referral traffic for key clients.

THE DIGITAL INTELLECT

Freelance Copywriter, 5/2021 - 2/2022

Wrote persuasive, medically-accurate content for a high-traffic health website, increasing lead conversion rates by 20%. Created email marketing campaigns that outperformed industry open rates by 15%, driving new patient inquiries. Developed sales-focused landing pages and digital ads for hormone therapy and wellness treatments.

RV ADVISOR

Chief Copywriter, 9/2019 - 11/2020

Designed and executed the full content strategy for RVACA.org, writing 100% of site copy and major articles. Created engaging blog posts that led to a 30% increase in newsletter subscriptions. Worked on strategic partnerships to develop content that enhanced customer engagement and brand loyalty.

VARIOUS WEBSITES

Freelancer and Ghostwriter, 3/2013 - 1/2019

Crafted informative and engaging articles for a diverse range of industries and demographics. Adapted prose to appeal to the target audience of each assignment, resulting in original copy that increased traffic.

COURTHOUSENEWS.COM

Reporter, 2/2002 - 8/2012

Condensed complex legal filings into digestible, reader-friendly summaries for a national legal audience. Analyzed thousands of court documents, ensuring clarity and accuracy in reporting.