

Jason Carlos Cardona

American Writer | Content Producer | Business Writer

South Florida

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My Story

My name is Jason. I'm an American writer & content producer based in South Florida. My personal brand is *Wryter from Boston* (follow my work on [Substack](#) and [Instagram](#)). I'm also a business writer available for freelance work or contract employment (see my [writing portfolio](#)).

Education

University of Massachusetts Boston

Class of 2010

BA English (summa cum laude, with distinction in English)

Experience & Vision

Throughout my professional career (2003-Present), I've accumulated a strong portfolio of human capital, chiefly as a business writer and content producer (see work history below). I've written professionally for a wide range of business verticals, including digital and mobile payments, loyalty marketing, airline technology, travel technology, industrial manufacturing, clean energy, cannabis and political economy (see my [writing portfolio](#)). I was also content lead for a PR communications agency specializing in B2B technology (see [client case studies](#)).

Values & Mission

My values and mission are rooted in twenty-first century *knowledge work* – which I define simply as the ability to produce innovative ideas, put them into practice, analyze results, adjust practice and reiterate the process.

Knowledge work then takes many forms: theoretical, empirical, practical, experimental, collaborative and creative. Knowledge work is cognitive but also digital, and in fact the ability to digitally “codify” knowledge in the form of algorithms and software represents the essence of the knowledge economy. Traditional “work” was simply the codification of some process of production for industrial workers. But “knowledge work” today is the ability of post-industrial workers to not just execute code they've been programmed with, but to actually codify their own knowledge and creatively organize and execute their own production processes.

The kinds of collaborators that I'm drawn to are those who embody a culture of knowledge and innovation within their careers and organizations. But even the strongest business cultures and leaders can fail unless they constantly reinvent the personal and professional values that make knowledge work and innovation possible.

In the end, we're all here to meet good people, do great work and achieve grand dreams. That's the heart of my own values and mission today.

Skill Set & Human Capital

My skill set is strongest in those domains and competencies required for knowledge work and innovation – namely abstraction, analysis and imagination.

In terms of human capital, I'm smart, ambitious, curious, creative, experimental, analytical, collaborative, inquisitive, teachable and sociable. I've accumulated a wealth of personal and professional know-how and know-why. I can quickly learn anything I don't know, and just as quickly unlearn anything I don't need. And my professional ambition is aligned with the forward direction of business and technology in the twenty-first century.

Just as importantly, I've acquired a strong background of direct experience in the production processes of knowledge-based companies. This experience includes:

- :: *Technical experience* (managing content platforms, collaborating through digital workflows, analyzing business intelligence)
- :: *Research experience* (designing customer surveys, interviewing subject matter experts, interpreting raw data for contextual storytelling)
- :: *Digital experience* (executing social media campaigns, optimizing search engine marketing, overseeing content production from ideation to publication)
- :: *Organizational experience* (managing client accounts, collaborating with multiple stakeholders, adapting to different organizational structures from startups to multinationals)

I've also acquired more specialized experience as a *business writer* and *content producer* – comprising my strongest skills and core competencies. This experience includes:

- :: *Telling the story* by communicating complex matters in simple, non-technical and business-focused terms across different audiences and channels.
- :: *Selling the story* by establishing a brand voice, always keeping target audience squarely in sight and moving seamlessly between educating, persuading and motivating to action.

- :: *Developing short-form and long-form copy* that creates emotional connections and resonates immediately with target audiences.
- :: *Building out content plans and project outlines* while managing complex projects in various stages of development, from concepting through production phases.
- :: *Taking the “deep dive” into brand, products and services* and leveraging that information for concise business writing that empowers audiences to make smarter decisions.
- :: *Forming a deep understanding* of clients, buyer personas and customer pain points to better explain the value and differentiation of products and services.
- :: *Sourcing, researching and writing* about market news and trends germane to the company.
- :: *Providing insightful, constructive feedback and editorial expertise* throughout the content development process.
- :: *Having fun and being creative* with words, ideas and information—the secret to developing great content.

Work History

Adecco Staffing | Boston, MA

My first professional roles in the early 2000s were temporary gigs acquired through a clerical staffing agency. These early jobs included data entry and administrative support. While these may not have been glamorous roles or permanent positions, they were nevertheless valuable learning experiences that introduced me to the challenges and responsibilities of professional life. Data entry in particular taught me the importance of diligence, consistency, productivity and attention to detail—it also transformed me into a speedy and skillful typist (~90 wpm).

Investors Bank & Trust | Boston, MA

After studying hard to pass the CompTIA A+ certification (2004) as a PC Support Technician, I worked at Investors Bank & Trust and elsewhere providing IT support. My duties ranged from troubleshooting hardware problems for employees to installing new software and managing company IT networks. My experience as a PC Support Technician not only helped me become a proficient user of technology, but also taught me how to interact with other professionals in a corporate setting and how to provide service & support in a team environment.

Impact Computers & Electronics | Miami, FL

After graduating with a Bachelor's degree in English, my first job was in Miami (2010) with a computer parts distributor. This was in the (very) early days of SEO and content marketing and the owner wanted me to write technical manuals for their website. I worked in the repair department with the computer technicians where I physically disassembled and reassembled PCs and laptops. I wrote step-by-step technical manuals documenting the process so that users would come to the website and download the manuals. Once I finished that project, I continued to provide copywriting as needed, but the company moved me into the sales department as purchase order manager. On an average day, the company had 50-100 purchase orders for computer parts. I was responsible for entering the purchase orders into the database system, contacting each customer as necessary to ensure compliance with purchase order procedures and managing customer service. I also worked with the shipping department throughout the day to ensure that orders shipped correctly and on time before the daily shipping deadline. Eventually, I also managed my own accounts as a salesperson working on commission with B2B purchasers such as school districts and international resellers. My role at Impact Computers & Electronics was a turning point in my career and prepared me for new roles in B2B sales, marketing and communications.

Mass Integrated Systems | Boston, MA

My next position (2012) was a dual role with another computer parts distributor. I worked as an inside salesperson selling industrial LCD panels, and as a marketing associate helping the company develop copy & collateral for its sales team and website. Mass Integrated Systems was a small but global company where I had the opportunity to work closely with the CEO and COO to develop sales, marketing and communications strategy. Besides mastering the arts of cold calling, sales prospecting and product knowledge, I managed the company's industry blog where I interviewed engineers and other subject matter experts in the LCD industry. This was my first substantial experience with digital marketing including data analytics, marketing automation, digital advertising and UX design.

Isaac Daniel Group | Miami, FL

In the mid-2010s, as digital platforms and content marketing really began to mature, I worked for a research & development company to create fresh content across different technology verticals. The company had created a new role for a content writer and gave me free reign to plan, develop and distribute content for its digital properties. I worked closely with the marketing department to align content with sales and business strategy. I also worked with the company's product teams to develop copywriting for new products and campaigns. It was a thrilling learning experience with an international company on the cutting edge of Miami's tech and entrepreneurship scene.

InfoTrends | Boston, MA

Building on my experience as a content producer, I went on to work (2015) as a Research Analyst for a firm in the print & document industry. I worked with the firm's clients to provide original research analysis and premium content related to the physical printing and paperless delivery of critical business communications, such as household bills and investor communications. In addition to undertaking new challenges as a content producer, including long-form industry reports and whitepapers, I learned how to work in-depth with primary research data and how to analyze real-time information from business, industry and media sources.

ThinkInk PR | Miami, FL

I worked with ThinkInk PR for the better part of a decade, first at their office in Miami (2013) and later as a remote contractor. During my time there, I was content lead for a PR communications agency specializing in B2B technology clients. I helped B2B companies across several industries, including digital and mobile payments, loyalty marketing, airline technology and travel technology. I developed business-focused content solutions, from content strategy and planning to brand storytelling and messaging, industry thought leadership, sales and marketing assets, paid, earned and owned media and other short-form and long-form content. As a business writer & content specialist, my "superpower" was helping companies utilize content to develop their messaging, tell & sell their story, excel as thought leaders and propel their visibility in a crowded marketplace. In addition to my primary duties as content lead, I worked with client teams virtually and in-person to manage projects and facilitate the knowledge transfer needed to develop high-value content.

Freelance Writer | 2010-Present

My professional career over the past quarter-century has been an ongoing and progressive development of my skills and experience across different roles and companies. Throughout that time, I also developed an independent role as a freelance writer, and in some cases I worked with past employers on a freelance basis, even after I moved on to new opportunities. Freelance writing sustained me during times of professional transition and allowed me to explore new opportunities across different cities and states. I value all my professional experiences and my [writing portfolio](#) is one of the particular accomplishments of my career.

Bottom Line

Today, I remain flexible, adaptable and open to new opportunities with companies, clients and collaborators that need a professional *writer* and *content producer*. My career goals have always been consistent: to learn and grow massively, to do great work alongside smart people and to multiply my own skills and human capital together with the success of my clients.
