



JESSE SELLS

Content Design | Copywriting | AI Workflows

ABOUT ME

I'm a UX writer and content designer who cares about clarity and the systems that make it scale.

EXPERIENCE

Copywriting & Content Design Mgr. Apr '24 – Present
Wellhub (Formerly Gympass)

All-in-one corporate wellbeing platform offering the largest network of fitness and wellness options worldwide.

Responsible for defining, applying, and enforcing brand-forward copy across all marketing channels.

- **Promoted:** Elevated to manager grade in 2024
- **A/B Conversion Testing:** Crafted new headline tests on OLPs, resulting in a 43% lift in overall conversion for US-based users.
- **Website Redesign:** Enhanced copy and IA for new website, resulting in a 26% YOY increase in conversion performance.
- **AI workflows:** Designed and shipped custom Gemini Gems as agents to assist marketers with SEO, alt text, and brand voice.
- **Content systems:** Created scalable taxonomies and controlled vocabulary to govern website content architecture.
- **Product & User Flows:** Worked with product teams to refine user flows for onboarding and self-checkouts.
- **Brand Identity:** Developed verbal identity assets and guidelines to promote the official company brand updates in 2024.

Brand & Website Copywriter May '22 – Mar '24

Responsible for developing all website copy and optimizing UI design for conversion.

- **Product Marketing Messaging:** Created official message houses to guide GTM launches, company campaigns, and positioning.
- **User Research and A/B testing:** Advised and revised all test materials, including user questions, instructions, and data analysis.
- **UX Content Style Guides:** Built their first-ever UX writing style guide for the web to document and standardize best practices.
- **Brand Campaign Launches:** Contributed taglines and top-funnel creative concepts for stunts to increase awareness.

CONTACT

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SKILLS

- Copywriting & UX writing
- Brand voice development
- Content style guides
- User journey mapping
- Message houses
- Onboarding & checkout flows
- UX writing for accessibility
- UX writing for localization
- SEO Optimization
- AI workflow implementation
- Design thinking
- Script writing

TOOLS & PLATFORMS

- Figma / FigJam
- Gemini Gems
- Claude / Perplexity
- Canva
- Google Workspace
- Asana / Clickup
- UserTesting
- NotebookLM
- Wix
- Google Trends

EDUCATION & CERTIFICATIONS

AI in Content Design
UX Content Collective

User Research & Testing
UX Content Collective

UI/UX Bootcamp
General Assembly

Bachelor of Arts, Theatre
San Francisco State University

INTERESTS

- Jamming on piano and drums
- Cooking an epic dinner at home
- Sweating it up at hot yoga
- Hiking and spending time in nature

EXPERIENCE CONTINUED

UX Writer
Pixelfy.me

Oct '21 – Apr '22

Startup eCommerce brand providing URL and link tools to build brand awareness, track traffic, and optimize retargeting.

Worked directly with the Director of Design to create unique copy for the website and checkout flows to boost conversion.

- **Brand Voice Strategy:** Developed web copy brand voice and ensured consistency across all product and brand platforms.
- **A/B Testing:** Ran regular tests on CTA buttons and headlines to collect data and improve high-conversion components.
- **Email Campaigns:** Built campaigns and trigger-based customer flows in Intercom to enhance open rates and CVR.

Brand Marketing Specialist
RebateKey

Dec '19 – May '21

An eCommerce marketplace for buyers and sellers, driving product sales by offering cash back rebates to online shoppers.

Worked directly with the CEO to create a witty, playful, and customer-centric brand voice across multiple channels and media.

- **Brand Assets:** Worked in tandem with design teams to build microcopy in tune with brand voice and customer journey.
- **Communications & PR:** Co-wrote and submitted two press releases in Q1 and Q4, earning coverage in Yahoo Finance.
- **Ad Campaigns:** Grew sales by 200% from 2019 to 2020 through short-form top-funnel video ads featured on Facebook.
- **Video Scripts:** Wrote and produced a full-length online commercial featured on the website and social media channels.

PERFORMANCE REVIEWS

"Jesse often takes on a leadership responsibility in projects and acts as a liaison between brand, web, and product which makes tasks run smoothly."
Melissa O. | Sr. Manager Web Strategy

"Jesse's energy is one of a kind. He combines kindness, creativity, diligence, and organization into one unique marketing package."
Yoni S. | VP of Brand & Product Marketing

REFERENCES

Available upon request