



JONATHAN "JCC" CHAN-CHOONG

Copywriter

SKILLS

Copywriting		SEO	
- Blog		Content Trending	
- Social Media		Microsoft	
- Advertising		- Word	
- UX		- Excel	
Google		Facebook Ad Manager	
- Analytics		Mailchimp	
- Tag Manager		Adobe	
- Office Suite		- Photoshop	
- Adwords		- InDesign	
Wordpress		- Premiere	
HTML		iMovie	
CSS		Garage Band	

About me

I'm Jonathan Chan-Choong, a Toronto-based copywriter by profession and a poet/storyteller by craft. I ensure the visceral voice is heard and touches our essential needs.

With previous work in web design, data analysis, and SEO, I bring a sound technical base to help lead the content I write. You can find my work ranging from sprouting community gardens, empowering leadership centres, and on sustainability-driven CPGs.

PROFESSIONAL HISTORY

Freelance Copywriter, Feebi Restaurant Chatbot | Remote | 2020-Current

A restaurant chatbot to manage seamless customer service, learn more about customer insight, and keep restaurateurs focussed on what they love.

- Website copy and UX

Freelance Copywriter, BioGreen Cleaner | Remote | 2020-Current

An eco-friendly, antimicrobial cleaner for a society that doesn't want harmful chemicals in homes or around loved ones.

- Website and CPG labelling

Writer/Email Coordinator, Muay Thai Tips | Toronto | 2020

A blog and social media company, Muay Thai Tips' goal is to connect the global nak muay (practitioner) community through lifestyle and technical content.

- Write, research, and optimize blog content and newsletters
- Blog-generated inbound traffic increased by 1721% vs LY

Freelance Copyeditor, Art Therapy with Phuong | Toronto | 2020

A practicing Certified Art Therapist advocating for accessible mental health to BIPOC communities.

- Edited and optimized website for SEO and UX

Communications Coordinator, Hollyhock | Vancouver | 2018-2020

Canada's leading lifelong learning centre, Hollyhock is a not-for-profit that exists to inspire, nourish, and support those changing the world for the better.

- Managed and built digital strategy through social media, ads, and website traffic. A member of the copyediting and writing team to deliver succinct blog posts, print, and email campaigns.
- Increased net sales by 13% in 2019; most profitable year since 2008
- Built and maintained website utilizing SEO; increased web traffic by 17%
- Strategized social media and digital ad strategy; increased social media followers by 62% (Instagram) and 15% (Facebook)

Content Writer, Eric Sana Custom House | Vancouver/Toronto | 2018-2019

Toronto and Vancouver based custom tailoring company specializing in completely bespoke experiences for clientele.

Contact

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Fun Facts

I am an avid creative writer and poet, having performed at poetry slams and art forums. Most recently, I was featured in *Galvanized Suns*, a multidisciplinary showcase of Caribbean and Latin American diasporic artists.

I am also the Creative Director of *Ambig.*, a podcast about ambiguous individuals living during ambiguous times, and a practitioner of Muay Thai for the last 9+ years.

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GIVING BACK

Mentor, BIPOC Copywriter Support Program | Remote | 2020-Current

Support the growth of an emerging international copywriter through coaching and feedback.

Talk Watch Squad, Creative Mornings | Vancouver | 2020-Current

Provide weekly feedback on talk recordings and find quotes for marketing collateral.

Marketing Coordinator, SGI Canada | Toronto | 2017-2018

Worked alongside the coordinator team to plan Buddhist youth events; wrote marketing content to support growth objectives.

- Launched new marketing plan and event formatting to increase membership by 100%

Garden Communication Coordinator, Malvern ANC | Toronto | 2012-2018

Organized local community garden and food workshops; wrote and edited community communications and media content.

- Planned and executed community events, highlighting health and wellness

EDUCATION

Wordsmithing, Certificate | Miami Ad School Toronto | 2020

Viral Marketing, Certificate | University of Pennsylvania | 2020

Google Analytics - Advanced | Google Analytics Academy | 2018

Content Marketing Strategy, Certificate | University of California | 2018

Social Impact Strategy, Certificate | University of Pennsylvania | 2017

Nutrition and Food; Marketing, Undergraduate | Ryerson University | 2011