



Do more
with words.

JONATHAN “JCC” CHAN-CHOONG

Brand Storyteller | Copywriter

About me

I'm Jonathan Chan-Choong, a Toronto-based copywriter and brand strategist by profession; a 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 my writing. I've worked to power the transportation needs of tomorrow, empower leadership, and label sustainable products.

Contact

416-455-3610

j.chanchoong@gmail.com

55 Brimwood Blvd
Toronto, ON

jayseesee.com

@jayseesee

SKILLS

Copywriting

- Blog
- Social Media
- Advertising
- UX

Google

- Analytics
- Tag Manager
- Office Suite
- Adwords

Wordpress

HTML

CSS

SEO

Content Trending

Microsoft

- Word

- Excel

Facebook Ad Manager

Mailchimp

Adobe

- Photoshop

- InDesign

- Premiere

iMovie

Garage Band

PROFESSIONAL HISTORY

Freelance Copywriter, BrettYoung Seeds | Canada | 2021

Solving the problems of the modern farmer through the use of agricultural innovation and a healthy-dose of Canadian work ethic.

- Employment brochure

Freelance Copywriter, Meeko E-Scooter | Finland/Spain | 2021-present

An electric transportation company aiming to make your life easier and cleaner for the environment.

- Brand strategy and identity, website copy, UX

Freelance Product Writer, Grafton Apparel | Toronto | 2021-present

Leading Canadian men's outfitter; brands include: Tip Top Tailors and Mr. BigTall.

Freelance Copywriter, FairTriad | Toronto | 2021

A virtual marketplace to help declutter your home, donate to charity, and transform e-commerce into positive change.

- Brand identity, sales copy, UX

Freelance Copywriter, Value Builder | Toronto | 2021

A business exit planning software used to streamline the valuation process and achieve the highest selling price for business owners.

- SaaS UX copy, white paper, content

Freelance Copywriter, BioGreen Cleaner | USA | 2020-present

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

- Brand strategy and identity, website copy, landing page, CPG labelling

Freelance Brand Strategist, Feebi Restaurant Chatbot | UK | 2020

A restaurant chatbot to manage seamless customer service, gain customer insights, and keep restaurateurs focussed on what they love.

- Brand strategy and identity, UX




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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 *Unmute Magazine*, an online publication where underrepresented artists are heard and seen.

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

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PROFESSIONAL HISTORY CONT.

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

Certified Art Therapist providing accessible mental health to BIPOC communities.

- Edited and optimized website SEO and UX

Communications Coordinator, Hollyhock | Vancouver | 2018-2020

Canada's premiere learning centre aimed to inspire and nourish positive change.

- Managed and built digital strategy; social media, blog content, email
- Optimized website UX, increase in web traffic by 17%

GIVING BACK

Mentor, BIPOC Copywriter Support Program | Remote | 2020

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

Talk Watch Squad, Creative Mornings | Vancouver | 2020

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