

JOE JORDAN

UX Writer and Content Strategist

with a background in marketing copy and web development. Proven track record of boosting user engagement by up to 50% and implementing contemporary search optimization strategies. Adept at data-driven problem solving and collaborating across cross-functional teams to design intuitive, accessible user experiences.

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 lankyjoe.com

SKILLS

UX & Strategy: UX Writing, Content Strategy, Microcopy, Voice & Tone, SEO/GEO/AEO

Development & Tools: HTML5, CSS3, JavaScript, Responsive Design, PPC Advertising

Core Competencies: Technical Research, Editing, Cross-functional Collaboration

EDUCATION

2026 • UX Content Collective
UX Writing Program

Self-paced, expert-graded certification program teaching practical UI microcopy, voice, tone, and design tools

2022 • CareerFoundry
Full-Stack Immersion Program

Intensive, mentored, project-based online training program in contemporary full-stack web development

1994 • UC Santa Barbara
Bachelor of Arts, English

Comprehensive liberal arts education with focus on English literature

WORK EXPERIENCE

Web Content Developer

IMPAK Corporation | Los Angeles, CA | 2022-present

- Increasing user engagement by 20–50% by authoring and editing UX copy and designing visual assets across core marketing pages
- Growing web traffic by 88% and PPC advertising ROI to 860% on average by implementing comprehensive SEO/GEO/AEO strategies
- Modernizing company's websites for optimal page load, accessibility, and design best practices
- Creating and maintaining net-new sales reporting models used as lead generation tools for sales staff

Theater Operations Specialist

CSU Dominguez Hills | Carson, CA | 2019-2022

- Proactively interfaced with faculty, staff, and outside clients to eliminate lapses in scheduling and facilitating events and productions
- Balanced precision and compromise to execute designer plans, allowing for more intricate theatrical designs
- Decreased build times and inefficiency by training dozens of student workers in high-end carpentry skills and safe building protocols
- Organized and maintained supplies and procedures for large, busy shop facility and theater space

English Teacher

Bonham High School | Bonham, TX | 2014-17

- Introduced more rigorous, standards-based lesson plans for students in a chronically underserved community
- Improved students' standardized test scores by 12% on average as well as overall passing and graduation rates
- Elevated school's profile by coaching academic teams to unprecedented regional competition victories
- Fostered more inclusive learning environment for all students, including promoting and advising school's first Gay-Straight Alliance program