

JASON WEILAND

WRITER | WEB DESIGNER
DIGITAL AND CONTENT MARKETING

CONTACT

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-  Tucson, AZ

SKILLS

Writing | SEO Writing | Blog Writing
Web Design | WordPress Design
Digital Marketing
Content Marketing

EDUCATION

Bachelor of the Arts
Southern New Hampshire
University
2022-2023
General Studies - Summa Cum Laude

Associate of the Arts
University of Advancing
Computer Technology
1996-1999

Multimedia Technology - GPA 4.0

LANGUAGES

English - Native level

PROFILE

Writer, digital marketer, content marketer, and web designer with over 20 years of experience navigating technology and the World Wide Web. I've spent a lifetime in the trenches of the internet, tech, and media, and now I'm here to help you use prose and storytelling to create a unique experience for your customers and clients. Who said building your brand had to be all stiff and formal? Together, we'll sprinkle some magic on your words, build an internet presence, and create an online brand that does what it should.

WORK EXPERIENCE

Writer | Web Designer

Freelance 2002-Present

- Professional writer and web designer with over 20+ years of experience
- Understands SEO and what the audience wants and needs
- Freelancer who has the client's best interests in mind
- Experienced and passionate travel writer
- Entrepreneur who understands business, success, and customer service
- Understands how to manage clients, deadlines, milestones, and expectations
- Works hard and smart and understands how to provide value to clients

Executive Director - Writer - Editor - Administrator

The Personal Essayist - Cringeworthy - Newsletters 2022-Present

- Create and curate content for the weekly publishing
- Maintain and administer backend functionality
- Approve, edit, proofread, and publish guest writers
- Drive overall content plan and SEO strategy
- Brainstorm new ideas, topics, and directions
- Manage ads and sponsored content
- Optimize user experience

User Interface Design Manager

Imagitas 1999-2002

As the User Interface Design Manager at Imagitas, I was at the heart of shaping digital experiences. My team and I crafted impactful wireframes and prototype websites to win over businesses and government agencies, like the US Postal Service.

Our designs weren't guesswork. They were driven by extensive user testing and focus group data, ensuring every button, image, and line of text served a purpose. We dove deep into user behavior and then brought the insights to life through the design.

As part of our approach, we fine-tuned our copy for maximum impact. Each word is weighed, tested, and validated by real users before it makes the final cut. This is how we ensured our messages were as compelling as our visuals.

Leading the design for several million-dollar internet properties, my team and I weren't just making websites—we were creating experiences. And at the end of the day, our goal was simple: to make every interaction count.