

JASON SHUEH

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SUMMARY

Strategic marketing and communications professional with 12 years of experience in media and government tech sector communications. Expert in content strategy for marketing campaigns, product launches, research, industry thought leadership and public relations initiatives.

SKILLS & EXPERTISE

Content Marketing Strategy • Public Relations • Writing / Editing • Google Analytics Certified • Search Engine Optimization (SEO) • Social Media Marketing • Adobe Creative Suite • HTML/CSS

EXPERIENCE

CONTENT STRATEGY CONTRACTING / CONSULTING | San Ramon, Calif.

Aug. 2019 – Present

Content Strategist and Editor

- Provided content strategy consulting, articles and marketing copy for a number of clients including Blue Cross of California, the national consumer tech site MakeUseOf.com, and various marketing and public relations agencies.

ACCELA SOFTWARE | San Ramon, Calif.

May 2018 – July 2019

Content Strategist and Public Relations Manager

- Led company content marketing and public relations initiatives, generating more than \$14 million in sales pipeline in FY18
- Collaborated and directed design teams to produce website content, microsites, printed media and interactive content, increasing visitor engagement and improving the user experience
- Drove company content marketing strategy, contributing to a 100 percent increase in unique visitors to Accela.com in FY18
- Oversaw the creation and expansion of Accela's first newsletter, growing its audience to 19,000-plus customers and prospects
- Guided company public relations initiatives (press releases, product launches, media interviews, etc.), increasing Accela's online presence by 25 percent in FY18
- Negotiated and implemented more than \$300,000 in research contracts with media partners, producing research, websites, advertisements and webinars for sales lead conversion
- Directed customer and prospect engagement initiatives like the Startup in Residence program, a government and tech startup accelerator, driving high-value market insights and opening up industry collaboration opportunities
- Developed key marketing content for product case studies, articles, research, presentations, and contributed editorials for national publications like Forbes and Politico, expanding Accela's brand presence

STATESCOOP | Washington, D.C.

Oct. 2016 – April 2018

Technology Editor & Content Strategist

- Leveraged content strategy, providing news coverage of the evolving smart cities space through daily industry news articles, interactive Web design and through analysis of public sector market trends
- Represented the publication at industry events, increasing visibility of the publication and connections with industry stakeholders

- Collaborated with state and local government officials, expanding StateScoop's community of industry thought leaders and content contributors via articles and op-eds
- Analyzed Web traffic and social media metrics, creating a content strategy that doubled annual Web traffic in just seven months
- Coordinated media partnerships with private, public and non-profit stakeholders, securing press coverage at events and first access to breaking news

GOVERNMENT TECHNOLOGY MAGAZINE | Folsom, Calif.

Oct. 2013 – Sept. 2016

Civic Technology Reporter

- Tracked milestones in the emerging civic technology sector — tech dedicated to citizen services — through research and articles, uncovering nascent trends affecting government
- Evaluated online content to identify top performing subject matter, increasing site traffic from 300,000 average unique visitors per month to 500,000
- Designed interactive media via Adobe InDesign, Photoshop, Premiere, Illustrator, delivering online graphics, videos, photography and social media elements that increased online user engagement
- Wrote editorial assets that included 2,000-to-3,000 word features, briefs, sidebars, bios, headlines, reports and newsletters, supporting a diverse and engaging content strategy
- Represented *Government Technology* at industry events, strengthening the publication's collaboration with government and the tech sector in areas like the Internet of Things (IoT), broadband, cybersecurity, autonomous vehicles, predictive analytics and open data — a movement to increase accessibility to private and public sector data

ADDITIONAL EXPERIENCE

*Previous experience includes editorial work for **Amazon Publishing**, the **Associated Press**, **Bike Magazine**, **Diablo Magazine** and the **Tahoe Daily Tribune***

EDUCATION

BRIGHAM YOUNG UNIVERSITY – IDAHO | Rexburg, ID

Bachelor of Arts, Communications

CERTIFICATIONS

1. Google Analytics
2. HubSpot Content Marketing
3. HubSpot Email Marketing
4. HubSpot Social Media