JACOB WILLEFORD

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PROFESSIONAL SUMMARY

Writer, editor, content strategist, and digital publishing professional with 5+ years of experience creating and optimizing content for millions of readers across technology, personal finance, retail, e-commerce, real estate, news, entertainment, and more. Proven ability to maintain editorial quality, adapt content for diverse audiences, leverage analytics to inform content decisions, and collaborate across editorial, SEO, and audience teams. Experienced in copy editing, content governance, audience development, AP Style, SEO, and AI-assisted workflows.

CORE COMPETENCIES

Copy Editing • Editorial Strategy • Content Development • Brand Voice & Tone • Style Guide Building • AP Style • Content Governance • SEO Optimization • Audience Development • Digital Publishing • Fact-Checking • Analytics & Performance Reporting • AI-Assisted Editing

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PROFESSIONAL EXPERIENCE

The U.S. Sun, Arlington, VA (Open to Relocate)
Senior Consumer Reporter
February 2026–Present

- Write, edit, and publish consumer-facing and deadline-driven content across personal finance, retail, e-commerce, taxes, Social Security, and broader economic trends.
- Maintain an extensive portfolio of 4,000+ published articles to date, helping the publication bring in between 25 and 30 million total monthly views.
- Work alongside copy editors, desk editors, and audience teams to craft stories and optimize headlines using SEO strategies, maximizing story reach and reader retention.
- Occasionally fill in to lead the desk and manage a team of experienced reporters.
- Leverage analytics tools to track engagement trends and inform coverage priorities, contributing to a data-driven newsroom culture.
- Break trending news and conduct exclusive interviews with industry leaders, economists, retail experts, and policy experts, translating complex topics.
- Contribute to multimedia storytelling efforts, coordinating with visual teams.

Consumer Reporter
January 2024–February 2026

- Produced and edited high-performing digital content across retail, real estate, e-commerce, personal finance, technology, and more.
- Collaborated with editors and audience teams to refine headlines, improve formatting, and maximize search visibility for readers.
- Used analytics tools like Parse.ly to track engagement trends and inform coverage priorities, contributing to a data-driven newsroom culture.
- Conducted exclusive interviews with industry leaders and experts.
- Contributed to editorial and production workflows.
- Maintained a portfolio of thousands of published articles.

News Reporter
November 2022–January 2024

- Delivered breaking news coverage across a wide range of topics, including technology, politics, crime, real estate, personal finance, entertainment, and more.
- Conducted in-depth interviews with celebrities, athletes, and public figures to provide exclusive content.
- Partnered with editors to produce polished, SEO-optimized articles with strong audience performance, driving measurable traffic.

Freelance News Reporter
June 2022–November 2022

- Authored engaging articles on lifestyle, personal finance, retail, and emerging technology, adapting to various content verticals.
- Supported newsroom workflows by fact-checking, updating copy, and sourcing multimedia elements.

Static Media, New York, NY
Features Writer – SlashGear
December 2024–January 2026

- Created compelling, in-depth, 3,000-word feature articles on technology, automobiles, and aviation.
- Collaborated closely with editors to refine content, ensuring alignment with brand voice and audience expectations.

Movie and TV News Writer – Looper
September 2021–November 2022

- Wrote and pitched dynamic entertainment articles focusing on film and television trends.
- Conducted thorough research to produce content that resonated with a diverse readership.

Strike Magazine Orlando, Orlando, FL
Writing Director
January 2021–May 2021

- Led a team of writers and editors to produce high-quality blog posts and magazine articles.
- Integrated written and visual elements to create cohesive and visually appealing magazine issues.

Staff Writer
August 2020–May 2021

- Authored bi-weekly blog posts on fashion, beauty, and lifestyle, showcasing creativity and consistency.
- Contributed well-researched print articles paired with themed photo shoots for magazine issues.

EDUCATION

Columbia University - Publishing Course, New York, NY
Summer 2021

- Completed a comprehensive five-week program covering all aspects of digital media, magazine, and book publishing.

University of Central Florida, Orlando, FL
Class of 2021

- Bachelor of Arts in Writing and Rhetoric with a focus on persuasive communication and content strategy.

SKILLS

- **Editorial & Content**
  Copy Editing • AP Style • Content Strategy • Brand Voice Development • Editorial Review • Fact-Checking • Content Governance • Audience Development

- **Digital Publishing & Analytics**
  SEO • Google Analytics • Parse.ly • Content Performance Analysis • Headline Optimization • Audience Insights • CMS Platforms

- **Tools**
  WordPress • Google Workspace • Microsoft Office • Slack • Canva • Adobe InDesign • Wix • Dataminr

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