

# Jessica Dong

Conversion-focused copywriter specializing in clear, scalable content across web, product marketing, customer enablement, and e-commerce.

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## WORK EXPERIENCE

### CommerceBear

November 2022 - October 2025

Content Editor, Merchant Operations

Toronto, ON

- Owned high-volume, SEO-aware marketplace copy (titles, bullets, descriptions) across major online retailers, including Wayfair, Walmart, and Amazon, while maintaining compliance and clarity
- Wrote conversion-focused marketing and customer education content across newsletters, web/landing-page collateral, sales decks, and success stories (2,000 subscribers/month | ~40% open rate)
- Partnered with executive team to develop marketing, enablement, and investor-facing content supporting a \$10.5M USD seed funding stage
- Led the end-to-end creation of research-backed, infographic-driven playbooks to translate complex requirements into scannable decks for internal and external use
- Collaborated cross-functionally with Product, Design, and Engineering on in-platform features and AI-assisted content workflows, managing briefs and approvals in ClickUp and Jira
- Managed and trained offshore contractors and an external agency, owning final editorial QA to ensure consistent voice, accuracy, and channel-ready output at scale (2,000+ SKUs/week)

### Cya Live

August 2021 - October 2022

Copywriter

Toronto, ON

- Wrote, published, and optimized SEO content in WordPress, leveraging tools like AIOSEO (meta, headings, internal links, readability) across blogs and web pages
- Created multi-channel marketing copy (email, social, press releases, product pages, video scripts), adapting tone for different audiences and funnel stages
- Developed B2B pitch decks and demo narratives with the design team for investor/ stakeholder audiences
- Led brand voice across external communications; authored credited CENGN Innovation highlight
- Managed content workflows and approvals in Pipedrive, Asana, and Google Workspace

### Tucker Professional Accounting Services

September 2019 - March 2022

Transcriptionist

Remote

- Transcribed complex multi-speaker meetings for an accounting firm serving healthcare professionals, producing accurate, confidential, client-ready summaries with key insights and action items

### Wilfrid Laurier University

September 2020 - April 2021

Graduate Teaching Assistant

Waterloo, ON

- Led two weekly English tutorials of 30 students, developing lesson plans and delivering curriculum to support undergraduate learning
- Provided individualized writing support through office hours and workshops, helping students strengthen academic writing and succeed in coursework

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## EDUCATION

### Master of Arts, English Literature and Film Studies

September 2020 - April 2021

Wilfrid Laurier University

Waterloo, ON

- Laurier Graduate Scholarship, GPA: 3.9
- **Relevant Courses:** Visual Communication, Research Methods, Theory and Professional Writing

### Honours Bachelor of Arts, English

September 2016 - April 2020

Wilfrid Laurier University

Waterloo, ON

- **Relevant Courses:** Writing for Business, Academic Writing, Literary Theory