

Jennifer Seeley

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PROFESSIONAL SUMMARY

Writer and content strategist with 15+ years of experience creating mission-driven, audience-centered content across digital platforms. I specialize in crafting clear, compelling narratives that educate, inspire, and mobilize audiences—supporting fundraising efforts, partner engagement, and community impact.

I thrive when owning content from idea to execution, collaborating across teams, and translating complex issues like food insecurity, logistics, and social impact into accessible, motivating stories that drive action.

WHAT I DO BEST

- Mission-driven storytelling and copywriting
- Social media content creation and management (LinkedIn-focused)
- Email marketing and fundraising campaign content
- Long-form and short-form writing (blogs, toolkits, scripts, social)
- Editorial planning and content ownership
- Voice, tone, and message consistency
- Partner spotlights and community storytelling
- SEO-informed, audience-first content
- Multimedia and short-form video storytelling

EXPERIENCE

JSeeley Consulting — Writer & Content Strategist (2008 – Present)

I work with nonprofits, businesses, and community-focused organizations to shape their voice, clarify their message, and tell stories that inspire engagement and action.

- Develop integrated content strategies aligned with organizational goals, campaigns, and partnerships
- Write and edit copy for emails, blogs, websites, fundraising appeals, social media, press releases, and digital campaigns
- Craft persuasive, mission-aligned messaging designed to educate, inspire, and mobilize audiences
- Own social media content creation, publishing, engagement, and community interaction
- Interview partners, donors, and community members to tell authentic, human-centered stories
- Build and manage content calendars, campaign timelines, and shared asset libraries
- Track analytics, evaluate performance, and refine content based on insights
- Collaborate cross-functionally in fast-paced, fully remote environments

Selected Work:

- Campaign storytelling and publicity for award-winning documentary *Courageous Warriors: Beauty Beyond the Ashes*
- Editorial and brand storytelling for Sentient.tv, a global collaborative media platform
- Partner spotlights and digital content for mission-driven and community-based organizations

Best Version Media - Writer & Content Manager

Golden Living • Applewood Living • Wheat Ridge Living

- Serve as lead storyteller across multiple publications and audiences
- Write feature stories, business profiles, nonprofit spotlights, and community narratives
- Own monthly editorial calendars and manage high-volume content pipelines
- Ensure consistent voice, tone, and quality across print, web, and social channels
- Collaborate closely with sponsors, nonprofits, and community partners

The Urban Mountain Team/Property Dominator/Legacy Realty/Brokerages

- Created consumer-facing communications, marketing materials, web & social media creative, onboarding materials, and internal messaging and work materials
- Supported collaboration between operations, ownership, and clients
- Helped shape a consistent brand experience through clear communication

EARLIER CAREER HIGHLIGHTS

Photojournalist – ABC & NBC Affiliates

- Produced daily news stories, interviews, and feature segments under tight deadlines

Borders Books & Music – Corporate & Regional Sales

- Managed business development and corporate accounts across multiple states
- Oversaw and ran multiple networking events and mastermind groups for business owners
- Top Corporate Sales Representative in the Pacific Rim (Australia, NZ, Indonesia) before returning to America.

EDUCATION

B.A. in Communications (Media Specialization), Film Minor

Florida State University

Ongoing coursework to stay up to date on social media, blogging, SEO, AI, Social Media, and other technology programs

TOOLS

Google Analytics, WordPress, Wix, HighLevel, Skool

LinkedIn, Instagram, Facebook, TikTok

Adobe Premiere, Canva, StreamYard