

# JOCELYN HOPPA

## CONTENT

### CONTACT

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### SKILLS

- Content Marketing
- Magazine Publishing
- Editorial and Style
- Management and Mentoring
- Search Engine Optimization

### EDUCATION

#### Bachelor of Science, Journalism

#### West Virginia University

1995-1999

Beat and feature writing, news stories and PR campaigns, editing, ethics, and design. Minor in English.

### FREELANCE

#### Editor

**Earth Magick Tarot** 2022

*Edited cards and companion art/guidebook for fine artist Daniel Martin Diaz*

#### Editor In Chief + Founder

**No Recess! Magazine** 2016-2022

*Online music magazine with music-related features, news, reviews, and more*

#### Author

**Isaac Asimov Biography** 2004-2006

*Isaac Asimov: Science Fiction Trailblazer, for publisher's "Authors Teens Love" series*

### PROFILE

With roughly 20+ years in publishing, I've created a wide variety of content throughout my career. My main two areas of expertise are inbound content marketing and journalism, the former of which has primarily made up the last 10 years of my work experience. I create content marketing campaigns, drive strategy with metrics, and write/edit any variety of content that meets intended audiences and goals. I love to collaborate with creative individuals and excel at taking someone's writing and editorially spinning it up into content gold.

### WORK EXPERIENCE

#### Director of Content

**Neo4j, Inc** 2018-2022

*The leading graph database according to Gartner, Forrester, and DB-Engines*

- Organized and supervised the content department to develop first-class content
- Worked with leadership and key stakeholders to support marketing initiatives
- Oversaw integrated, on-brand content strategies and campaign metrics analysis
- Collaborated with DevRel, PR, Product Marketing, and Demand Generation
- Developed creative branding with creative, web, and social media directors

#### Content Strategist + Copywriter

**Square 2 Marketing** 2013-2018

*An inbound marketing agency named Hubspot's 2015 Agency of the Year*

- Led creative concepts and content strategies for successful client engagements
- Trained new writers for continued development of their content marketing skills
- Wrote white papers, emails, blogs, website copy, and other forms of content
- Created SEO strategy through keyword research and metrics monitoring
- Concepted campaigns and content strategies for compelling client stories

#### Editor In Chief

**Crawdaddy! Magazine** 2006-2011

*The first magazine of rock journalism, pre-dating Rolling Stone, resurrected online*

- Directed the relaunch, creating feature categories and web design, hiring writing talent, and establishing a daily publishing schedule
- Managed editorial staff to produce fact-checked, grammatically pristine content
- Wrote features, reviews, blogs, plus copy for newsletters and promo materials
- Collaborated with designers and producers to delegate creative adjustments

#### Senior Editor

**The L Magazine** 2003-2006

*Founding member of free NYC culture and events magazine (dist.:110,000 biweekly)*

- Wrote art, theater, comedy, and nightly event synopsis, edited grammar and layout, and highlighted notable events
- Wrote record and bar/restaurant reviews, and conducted interviews with musicians