

JALEN A. LOPEZ

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PROFESSIONAL SUMMARY

Versatile Marketing Content Writer with expertise in crafting social media copy, marketing collateral, video scripts, blogs, and articles. Skilled at collaborating with leadership across multiple divisions to develop impactful, brand-aligned campaigns and content. Experienced in SEO, data-driven storytelling, and multimedia content strategy and analytics. Seeking to deliver strategic, data-informed communications and visual content that align with leadership priorities and strengthen stakeholder trust.

PROFESSIONAL EXPERIENCE

Marketing Content Writer, SWBC (San Antonio, TX)

July 2025 - Present

- Leads the development of all written marketing content, maintaining consistent tone, style, and branding across campaigns.
- Ensures clarity, readability, and impact through precise language and formatting standards.
- Collaborates with internal and external teams and leaders for content ideas and assists creative team members with outlines, suggestions, copy editing, and other general support.
- Creates content including blogs, articles, infographics, emails, webinars, video scripts, social media copy, and marketing collateral.
- Lead the adoption of Talkoot across multiple divisions, piloting and scaling its use to streamline AI-driven marketing content creation and deliver optimized deliverables.

Data Reporter, San Antonio Business Journal (San Antonio, TX)

July 2022 - July 2025

- Wrote data-driven articles and reports focused on the economic development of the San Antonio-New Braunfels MSA.
- Conducted surveys and generated weekly rankings of top businesses in various sectors.
- Led media outreach efforts by cultivating relationships with local restaurant and retail owners to drive data collection and story development.
- Oversaw and maintained an extensive database of local businesses, organizations, and key personnel.
- Curated and created the annual Book of Lists, showcasing all published lists in the calendar year.
- Supported media relations by attending all San Antonio Business Journal events to assist with event facilitation, logistics, and attendee networking.

Staff Writer, Dot Esports (Remote)

January 2020 - November 2023

- Led media monitoring efforts to identify, track, and stay current on key trends in the video game industry.
- Researched and implemented effective SEO strategies for content, leveraging analytics for keyword research, on-page optimization, and metadata refinement.
- Conducted interviews, wrote features, and managed coverage of multiple beats.
- Collaborated with other writers and editors to ensure consistent and relevant output.

Esports Journalist & Editor, Hotspawn (Remote)

July 2019 - October 2023

- Led editorial staff to ensure comprehensive coverage of gaming events, news, and evergreen.
- Researched, pitched, and wrote SEO-driven articles focused on popular games.
- Verified content accuracy through source checking and fact verification.
- Edited all articles covering first-person shooter games for clarity, accuracy, and engagement.

Editor, NGame Esports (Remote)

June 2020 - October 2021

- Proofread and edited multiple articles weekly, ensuring grammar, style, and factual accuracy.
- Collaborated with writers to deliver high-quality content tailored to each client's needs.

RELATED EXPERIENCE

Freelance Writer, We Got This Covered

July 2021 - August 2022

Contributing Writer, No Echo

November 2019 - January 2022

Assistant Esports Coach, St. Mary's University

July 2021 - October 2021

Script Writer, Dexerto

February 2021 - September 2021

Freelance Writer, Ginx TV

May 2020 - August 2020

Script Writer, Proguides

April 2020 - June 2020

Social Media Manager and Strategist, Hype Space Gaming

September 2019 - January 2020

Marketing Expert, TaskUs

September 2018 - January 2020

EDUCATION

Texas A&M University at San Antonio

May 2018

Bachelor of Arts in History, Minor in Communications.

- Graduated Cum Laude

SKILLS

- **Technical Skills:** Google Workspace, Microsoft Office Suite, Adobe Creative Suite, Python, Search Engine Optimization (SEO), Google Analytics, WordPress, Meta Business Suite, Infogram, Canva, Hubspot, Data Analysis, Data Journalism, Editorial Standards, Text Editing, AI Prompting, Talkoot
- **Transferable Skills:** Content Strategy, Creative Strategy, Brand Management, Media Planning, Relationship & Source Building, Account Management, Presentation Skills, Leadership, Public Speaking, Sales

CERTIFICATIONS & ACHIEVEMENTS

FRED Data Practitioner Certificate,

January 2025

Federal Reserve Bank of St. Louis, St. Louis, MO

Computing in Python I: Fundamentals and Procedural Programming Certificate

December 2024

Georgia Institute of Technology (GTx), Remote

Goldschmidt FRED Fellow

September 2023

Society for Advancing Business Editing and Writing (SABEW), St. Louis, MO