

# Hsuan-min Chou

(Shen-min Chou)

6816 N. Ashland Blvd.  
Unit #4d  
Chicago, IL 60626  
(773) 562-6093

[hsuan@jumpbean.com](mailto:hsuan@jumpbean.com)  
[www.jumpbean.com](http://www.jumpbean.com)  
[www.linkedin.com/in/hsuanminchou](http://www.linkedin.com/in/hsuanminchou)  
Twitter: [@Content\\_Mrkr](https://twitter.com/Content_Mrkr)

---

## Content Creator

### Print and Digital Content • High-Priority Projects

- Combines strong communication skills with the ability to quickly learn new concepts.
  - Translates complex content into language appropriate to the audience.
  - Interviews thought leaders to write articles for trade magazines and blogs.

---

## Professional Experience

**Content Creator**, Jumping Bean Communications, Chicago, Illinois 2000-Present  
Helps large corporations and mid-size businesses develop marketing content.

- Works with a company's marketing and sales teams to create effective digital and print content (blogs, tweets, email, web, brochures, press releases, white papers, multimedia, and more).
- Collaborates with product managers to position products, draft key messages, and develop re-branding campaigns for companies and non-profit organizations.
- Creates PowerPoint presentations for executives to give at seminars and trade shows.
- Partners with other creatives for high-visibility projects, such as web sites and trade-show booths.
- Monitors industry publications and uses this market intelligence to propose new marketing collateral, revise existing collateral, and investigate trade-show participation.
- Stays abreast of new marketing trends by attending webinars, reading ebooks, and blogging.
- B2B clients have included Hewlett-Packard, ifbyphone.com, IBM (Initiate Systems, SPSS), InStream, Jones Lang LaSalle, Motorola, National Underwriters, Oracle (Stellent), Restaurant.com, Specialty Store Services, United Stationers, and many more.
- B2C clients have included Allstate (Simple Truth and Digitas agencies), Discover Card, MB Financial, Visa (New Control), TransUnion, Walgreens, and others.

### Volunteer, Content Creator

- **McGaw YMCA Children's Center** 2013  
Refreshing Children Center's web site in face of competition from new daycare centers.
- **ITKAN** 2012  
Contributed blog content to ITKAN's (IT Knowledge and Networking) web site.  
Organization helps people with disabilities network/find jobs in technology industry.

## Hsuan-min Chou (Shen-min Chou)

- **Taproot Foundation, The Beloved Community** 2008  
Helped non-profit organization create a unique identity separate from its parent organization to better position itself to attract new benefactors.

**Senior Copywriter**, Open Port Technology, Chicago, Illinois 1998-2000

An Internet start-up that developed messaging solutions for telecommunications companies.

- Self-starter responsible for developing all corporate and product collateral, such as web copy, brochures, case studies, press releases, and white papers.
- Created mobile AvantGo channel for Palm and BlackBerry users at communications trade show.
- Managed team of freelance copywriters, including public relations specialist.
- Helped edit Request-for-Proposals (RFP) written by company's sales team to ascertain whether or not a vendor could provide services.
- Managed team of freelance copywriters, including public relations specialist.
- Led cross-standardization teams so terminology was used consistently across company, from marketing to engineering to technical support.

---

### Selected Publications

- Bell, Alex. "Is Nearshoring a Real Alternative to Offshoring?" *CIO.com* Mar. 2005:  
[http://jumpbean.com/portfolio/article\\_bw\\_is\\_nearshoring\\_alternative\\_to\\_offshoring.pdf](http://jumpbean.com/portfolio/article_bw_is_nearshoring_alternative_to_offshoring.pdf).
- Koch, David. "IT Focus Must Change for New Technology to Succeed." *National Underwriter* Aug. 2002:  
[http://jumpbean.com/portfolio/article\\_vi\\_natl\\_underwriter\\_visibillity.pdf](http://jumpbean.com/portfolio/article_vi_natl_underwriter_visibillity.pdf).
- Storch, Randy. "Turning the Internet into the Universal Network." *Internet Telephony* Sep. 1999: [http://jumpbean.com/portfolio/article\\_opt\\_ip\\_telephony.pdf](http://jumpbean.com/portfolio/article_opt_ip_telephony.pdf).

---

### Software Skills

Proficient in Word, Dreamweaver, PowerPoint, TweetDeck, Twitter (@Content\_Mrkr), WordPress, and Vignette; familiar with Acrobat, Excel, HootSuite, Interwoven, Lotus Notes, and SharePoint. Macintosh and Windows proficient.

---

### Education

**University of Chicago**, Chicago, Illinois

- Masters of Arts, Creative Writing/Humanities
- Bachelor of Arts, English Literature