

# Jesse Klein

## Tech Journalist

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I've cultivated a source on top of a Zion mountain top that became central for a WIRED magazine story. I've battled the black box of tech giants and built trust with sources inside the companies to keep those in power accountable. Wonky scientists and technologists studying the tiniest minutiae are my favorite interview and I have become their favorite listener. If there's a story out there, I'll chase it down and bring it back, dirt-smeared, sunburned, and ready to inspire.

## Skills

**Technical/Design:** Adobe InDesign; Statview; Excel, SQL; R; HTML; Canva

**Marketing/Content:** Google Ads, Google Analytics; SEO; social media management

**Editorial/Writing:** Investigative interviewing; ghostwriting; editing; client management; fact-checking

## Experience

### Freelance Tech Journalist

01/2016–PRESENT, BAY AREA, CA

- Reported stories for WIRED, Techcrunch, The New York Times, VICE and more.
- Wrote science stories for Alumni Magazines including University of Michigan, University of Arizona, ect

### Morning Brew/ AI Reporter for CFO Brew

04/2025–PRESENT, BAY AREA, CA

- Beat reporter covering ESG, compliance, tariffs, financials, and AI for an executive audience.
- Wrote quick turn around breaking news stories, in depth interviews and business investigative pieces.
- Cultivated high level sources inside fortune 1000 companies, analysts at important consultancies.

### Trellis (formerly GreenBiz) / Senior Climate Tech Editor

04/2020–01/2024, OAKLAND, CA

- Reported on climate tech, corporate sustainability, and carbon for an executive audience.
- Built a strong network of sources at major tech companies like Microsoft, Salesforce, and Shopify.
- Edited and contributed to a weekly nature newsletter, sent to over 20,000 subscribers.
- Created and edited popular guest column, 'Hire Learning,' achieving over 8,000 pageviews per article.
- Designed and moderated high-profile panels at events, like "How to make a business plan for nature.
- Created and edited our popular executive contributor column, 'Hire Learning,' achieving over 8,000 pvs

### 5280 / Editorial Fellow

09/2019–01/2020, DENVER, CO

- Fact-checked and edited local business, climate and science articles for a print magazine.
- Pitched and wrote local business, science and climate articles and event calendar for digital and print.

### Affirm / Content Writer

04/2018–08/2019, SAN FRANCISCO, CA

- Produced reports, case studies, and marketing copy for a financial tech startup targeting C-suites.
- Managed a weekly editorial calendar and created data-driven reports and blog posts using SQL.

### Carta / Content Marketing Manager

05/2017–01/2018, SAN FRANCISCO, CA

- Oversaw the copywriting for an entire company rebrand including website and marketing copy.
- Wrote a weekly newsletter analyzing data from 7,000+ private companies to identify market trends.
- Enhanced executive writing and improved SEO, boosting search rankings by 20 places.

## Education

**University of Michigan / Bachelor of Science: Neuroscience, Economics**

2011–2015, ANN ARBOR, MI