

Jon Dempsey | Copywriter

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My copywriting expertise centers on the intersection of culture, culinary, tech, automotive, coffee, and travel. I bridge technical depth with engaging storytelling, turning complex subjects into clear, compelling narratives. I stay ahead of cultural trends in the Zeitgeist, which makes my writing effective. This enables me to adapt to distinct brand voices while aligning copy with broader business goals. I've written 100+ published articles (SEO blog posts, editorial features, reviews, and more) across brand platforms, giving me a sharp sense of what resonates with audiences. I also have experience crafting product copy and supporting email and social campaigns. I'm particularly drawn to publications that value substance as much as style—where storytelling can inform, inspire, and move the needle.

Culinary & Culture: Chowhound

Accessible, expert-driven guides and commentary for a broad culinary audience

- [The Best Use For 11 Different Kinds Of Cooking Fats, According To Chefs](#)
A deep-dive into cooking fats to help home cooks.
 - [11 Countries With The Highest Quality Coffee](#)
An exploration of terroir and the unique processing methods that define top-tier origins.
 - [13 Genius Hacks For Better Tasting Whiskey](#)
An exploration into optimizing whiskey.
 - [11 Popular Black-Owned Coffee Brands To Explore](#) A spotlight on diversity and excellence within the roasting community.
 - [7 Disadvantages Of Using Single-Serve Coffee Makers](#) A rundown of how these pod machines can let you down.
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Tech and automotive writing: SlashGear

Exploring gadgets, cars, and new and old for one of the leading tech-driven news sites

- [What Is The Top Speed Of The Artemis II Rocket?](#)
A deep dive into the recent Artemis II launch, discussing the vessel's staggering speeds.
- [Why Don't Modern Cars Need Tune-Ups Anymore?](#)
A clear explainer on how modern engine technology has replaced traditional tune-ups, translating technical automotive evolution into accessible, authoritative reporting.

- [This Is The Highest-Quality Small SUV, According to J.D. Power](#)
A data-driven consumer piece that synthesizes third-party rankings into concise, practical insight for readers.
 - [Yes, Hackers Can Use A Flipper Zero To Unlock Cars — Here's How It Works](#)
A balanced technology explainer detailing how a popular hacking device interacts with vehicle systems, emphasizing clarity over sensationalism.
 - [Your Old, Worn Out Tires Could Prevent Potholes And Pricey Road Repairs](#)
A deep dive into potholes and how sustainability is helping keep roads functional
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Featured Publication: Sprudge

High-authority regional guides for the world's premier coffee publication

- [The Sprudge Guide to Coffee in Palermo](#) (2026)
I spent a month exploring Palermo's culinary and coffee scene last fall, and created Sprudge's first guide to Sicilian coffee
 - [The Sprudge Guide to Coffee in Quebec City](#) (2025)
An updated exploration of the historic capital's evolving specialty scene, highlighting the bridge between old-school European traditions and modern artisan roasters.
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Coffee Blog Posts and Product Copy: Eight Ounce Coffee

Long-form educational content and industry reviews for Canada's leading equipment distributor

- [From Yuck to Yum: A Brief History of Pour Over Coffee](#) (2021)
The story of Melitta Bentz and the evolution of paper filtration.
 - [The All New Fellow ODE Grinder — A Study in Design](#) (2020)
Technical review and design analysis of one of the most anticipated home grinders in recent years.
 - [Chemex Product Copy](#) - Short product summaries for the entire Chemex line.
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Industry Analysis & Sustainability: MTPak Coffee

Deep-dives into the business, branding, and ethics of the global specialty coffee supply chain

- [EVEN Coffee: Building an intentional coffee showroom in Mile-Ex](#) (2026) A *Roaster Of The Week* feature on Montreal's EVEN Coffee.

- [**How Sipstruck Coffee combines maximalist packaging design with 100% recyclable materials**](#) (2025) Explores the intersection of bold branding and environmental responsibility, featuring narrative reporting on how roasters navigate the challenges of sustainable packaging.
- [**Fuglen Coffee Roasters: Blending Japanese and Norwegian cultures through coffee**](#) (2025) A cultural case study on how a world-renowned brand navigates identity, origin, and global expansion across two distinct coffee cultures.
- [**How PROEXO celebrates women with its Brisas coffee packaging**](#) (2025) Highlights values-led business practices, focusing on the visibility of women producers and the role of packaging in telling ethical stories.