

JORDAN POLL

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SKILLS SUMMARY

Highly skilled and motivated professional writer with a solid educational foundation in copywriting and editing. Experience in social media strategy and management, website redesign, rebranding, and ad campaign development, implementation, and analyzation. Proficient project manager and team leader with a proven professional track record in marketing and communications.

PROFESSIONAL EXPERIENCE

- Media Coordinator**, University of Michigan Credit Union November 2015 – Present
- Participate in the development, implementation, and analyzation processes for every marketing campaign
 - Create, present, and apply a social media strategy based on organizational goals and standards
 - Co-lead a website redesign and rebrand with Brand Manager
 - Responsible for creating, distributing, and optimizing content across all platforms including social media, website, print, and video
- Associate Editor**, *The Awesome Mitten* September 2015 – May 2016
- Coordinated and managed the work of five freelance writers for blog publication
 - Set deadlines, maintained communications, performed developmental and copyedits for each piece
 - Developed and maintained positive relations with writers
- Writer and Production Assistant**, *The Sun Times News* November 2014 – November 2015
- Provided developmental and copyedits for weekly news articles
 - Composed weekly business spotlights and reported on board of education meetings and breaking news stories
 - Created ads and marketing documents for numerous clients in various industries and publications
- Communication Management Intern**, Writing, Rhetoric and American Cultures Dept. August 2014 – May 2015
- Interviewed staff and students to create content to share on social media platforms and blog
 - Redesigned the department's WordPress blog in accordance with staff specifications and MSU standards
 - Provided developmental and copyedits for peer and guest blogger pieces
- Editorial Assistant**, Harmonia Publishing June 2014 – August 2014
- Worked directly with Managing and Assistant Editors of *FOOD&WINE Magazine* to develop issue concepts
 - Proofread and composed multiple feature articles for August and September issues
 - Acted as Assistant Editor during photoshoots and occasional editorial feedback sessions with writers
- Marketing and Communications Coordinator Intern**, Council of Graduates Students September 2013 – November 2014
- Managed the department's social media platforms and blog by creating, editing, and publishing content
 - Coordinated and publicized events to facilitate relations between students and the Graduate School
 - Composed press releases, newsletters, and other materials to promote advocacy, services, and funding of COGS
- Professional Writing Intern**, WKAR September 2013 – May 2014
- Composed grant applications and received funds from Shiawassee County Community Foundation Youth Advisory Council
 - Designed and created informational documents distributed to the public
- Managing Editor**, *Red Cedar Review* August 2013 – May 2015
- Oversaw editorial staff members in the selection, editing, and typesetting of journal content on deadline
 - Hosted editorial team meetings for training and improving team development
- Alumni Development Office Assistant**, College of Social Science June 2012 – July 2013
- Prepared a variety of web-based and print materials in support of the college's fundraising initiatives, including but not limited to donor thank you letters, gift stories, and event invitations
 - Researched and updated alumni database
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EDUCATION

B.A. Professional Writing (Editing and Publishing), Michigan State University, East Lansing, MI, 2015
B.A. English, Michigan State University, East Lansing, MI, 2015
Associate of Science, Histotechnology, Lansing Community College, Lansing, MI, 2012