

Jordan Vernon

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Profile

Skilled communicator and community builder with 7+ years in strategy and marketing. Innovative thinker and problem-solver with an eye for logistics and organizational efficiencies.

Education

Louisiana State University
Bachelor of Arts in mass communication
Public Relations

Experience

Community Manager

Yelp | Remote/New Orleans | 2022-2023

- Conceptualized, planned, and executed events for local influencers and tastemakers ranging from intimate (20-30 attendees) to large (300 attendees)
- Engaged with a community of over 300 Yelpers monthly using native online operating systems (CRM, Yelp app, etc.) and in-person tactics
- Educated local business owners and managers on marketing best practices to encourage the use of Yelp's free business tools
- Wrote content for a weekly newsletter with a readership of ~65k
- Managed all local social media accounts, namely Instagram (@YelpNOLA) with 20k followers
- Secured local and national sponsorships for events including but not limited to beverage, entertainment, and non-profits

Communication and Marketing Specialist

International Programs, Louisiana State University | Remote/On-site (Baton Rouge) | 2021-2022

- Created and implemented a marketing and communications strategy to improve the unit's overall brand presence
- Produced and published a bi-weekly newsletter highlighting the relevant happenings on and around campus using Mailchimp
- Assembled and led a communications committee to foster internal communication and collaboration throughout the unit
- Conducted a website content audit for each of our unit's departments in partnership with unit directors
- Created detailed standard operating procedures for our unit's communication and marketing processes
- Develop streamlined workflows for our content processes (web edit requests, design job orders, etc.) using Airtable

Social Media Community Manager (Part-time)

The MRKT | Remote | 2021-2022

- Executed the social media management and community engagement for OWN's (Oprah Winfrey Network) OwnYourHealth campaign
- Wrote all creative copy and captions for social posts utilizing the client's brand voice
- Collaborated with the client, design team, and agency team leading the account on creative concepts
- Monitored campaign performance by tracking and analyzing metrics such as audience sentiment, reach, and engagement using Sprout Social
- Increased Instagram following by 43% over the lifetime of the campaign
- Increased engagements across all channels by 12%

Marketing and Outreach Coordinator

Academic Programs Abroad, Louisiana State University | Remote/On-site (Baton Rouge) | 2019-2021

- Planned and executed two study abroad fairs a year that averaged 100 attendees each
- Created and implemented a marketing and communications strategy to improve overall brand presence with our target audiences
- Increased in-person marketing efforts by 100% using strategic and targeted efforts including presentations in relevant courses executed by study abroad alumni
- Managed the execution and led the revamp of the LSU Study Abroad Scholarship
- Produced and facilitated a staff retreat for my team focused on defining our mission and creating team-wide goals and objectives
- Supervised and managed a team of student workers and interns to assist with marketing tasks such as social media campaigns and blogs

Skills

- Basecamp (project management)
- iMovie
- Adobe Creative Suite (Acrobat, InDesign, Premier Pro/Rush, Express)
- Airtable
- InShot
- Google Suite
- Mailchimp
- Canva
- Later
- Microsoft Suite