

JORDAN REYNOLDS

PUBLIC RELATIONS PROFESSIONAL

Sheridan, Arkansas 72150

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WORK EXPERIENCE

Saline County Library
2018-Present

Awards

John Cotton Dana Award
2019

Marketing Coordinator

- Plan, create, schedule, and analyze social media content
- Create monthly print magazine
- Manage email marketing including sending out monthly eNewsletter, special eBlasts, and announcements
- Create flyers for events, services, and materials
- Design indoor and outdoor signage
- Write press releases and communicate with local media
- Marketing liaison for library programmers
- Manage website
- Attend community events
- Edit videos
- ArLA Advocacy Group

Conway Regional Health System
2016-2017

Marketing Intern

- Compose news releases about marketing and foundation events
- Keep website up to date and accurate
- Create social media and marketing content for marketing and foundation events, the hospital, and employees
- Set up and organize marketing and foundation events
- Assist with selection of scholarship recipients

EDUCATION

Southern New Hampshire
University
2021-

Masters in Marketing

University of Central Arkansas
2013-2017

Bachelors in Public Relations

- PRSSA Member
- KLIFE Leader

EXPERTISE

• **InDesign**
Extensive

• **Illustrator**
Average

• **Premiere Pro**
Extensive

• **Photoshop**
Extensive

• **Microsoft Office**
Extensive