

JORDAN NIGHTINGALE

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OBJECTIVE

I'm a writer, editor, and holistic strategist. My communications are creative, responsive, and targeted. I pride myself on being adaptive, pivoting with shifts in market research, stakeholder needs, leadership priorities, budget, and performance data. I've led content development for higher education institutions and their affiliates, including the University of Michigan and Michigan State University, for 11+ years.



SKILLS

- Market research, strategy, and management
- Data analysis and application
- Digital marketing (Facebook, Instagram, LinkedIn, YouTube & Google Ads/Analytics)
- Email marketing (Mailchimp, Constant Contact & HubSpot)
- Technical writing and editing
- Content development and audience targeting for print and digital publications
- User journey and persona mapping
- Public relations and press releases
- Social media strategy and management
- Project management (HubSpot, CoSchedule & Basecamp)
- Event coordination and support
- UX design and website redesign
- Microsoft Word, Excel, Outlook, and PowerPoint
- Google Drive, Forms, and Slides
- Adobe Acrobat and Design Suite



RELEVANT EXPERIENCE

Writer, Editor & Career Coach | Top Candidate Consulting

SEPTEMBER 2022 – PRESENT

I write, edit, and review job application materials (i.e. resumes, curriculum vitae, portfolios, LinkedIn profiles, personal statements, etc.) for college students, recent graduates, mid-career, and executive level professionals. My services include interview and career coaching. Visit topcandidateconsulting.com for reviews from my clients. Additionally, I run my own digital marketing campaigns on Google Ads, Facebook, and LinkedIn.

Marketing & Communications Manager | Michigan Language Assessment

APRIL 2021 – PRESENT

Work with the Marketing Director to create the annual departmental plan to support institutional goals, sales, fiscal requirements, market trends, and stakeholder needs. Manage the implementation of these strategies on a day-to-day basis, upholding brand standards, critical deadlines, and responsive B2C/B2C communications on an international level. Develop and oversee the creation of SEO-friendly content for paid advertising, email, and other digital marketing tactics. Launch and manage a monthly e-newsletter for recognizing organizations to complement the one I write for our general audience. Conduct market research to better target customers in Latin America, the United States, Canada, and parts of Asia. Create new KPI dashboard for board reporting of Marketing's performance. Manually collect, analyze, and apply metrics, particularly social media campaigns. Manage the departmental budget, event

coordination for Business Development, and conference support. Write and issue press releases. Collaborate with Cambridge University Press & Assessment and liaison with media contacts to promote the latest product developments, events, and accomplishments. Develop and manage an international team of direct reports, consisting of an internal Marketing Assistant, Marketing Associate, Communications Specialist, and a contract marketing agency in Mexico. Provide direction, assign portfolio, set and evaluate individual goals, and monitor primary focus areas of team members. Mentor and sustain appropriate training and professional development for the team. Conduct and manage performance reviews. Provide proactive updates to the Marketing Director and leadership.

Communications Manager for Community Engagement | MICHHR

SEPTEMBER 2019 – APRIL 2021

Built listserv, PR network, and archive of impact stories and testimonies to promote MICHHR Community Engagement (CE) in the news. Channels of focus: Michigan Medicine, U-M, peer-reviewed journals, and mainstream media channels. Launched and managed *CE Bridges*, monthly e-newsletter. Hosted dissemination consultations with community-academic study teams. Supported communication needs of CE team with email campaigns, copy writing, editing, design, web development, and event planning. Target audience: Populations in Michigan commonly underrepresented in clinical research. Collaborated with MICHHR's Design and Innovation Core to develop and maintain [M-REACH.org](https://m-reach.org). Participated in stakeholder interviews and launched a multi-phase communication strategy. Grant writing and editing of CE's section of MICHHR's renewal with the National Center for Advancing Translational Sciences (NCATS) as part of the Clinical and Translational Science Awards (CTSA) Program. Conducted, submitted, and presented research on CE's approaches at academic conferences across the nation. Upheld MICHHR's editorial style guide, which I helped create, as copy editor.

Marketing Coordinator-Development | University of Michigan Law School

AUGUST 2016 – SEPTEMBER 2019

Wrote profiles, reported events, and provided photography for the Law School's website, bi-annual alumni magazine, annual donor impact report, e-newsletter, email blasts, and various other communications. Interviewed alumni, faculty, and students to create compelling print, digital, and video assets in support of fundraising initiatives and interdepartmental needs. Served as primary marketing and communications liaison to the Office of Development and Alumni Relations. Strategized donor communications with the assistant dean of development and chief communications officer. Developed project timelines and ensured adherence across departments, particularly when coordinating the annual impact report and the impact section of the *Law Quadrangle*. Maintained official Twitter, Instagram, Michigan Law Alumni and Friend's Facebook page, and relations with Detroit Legal News and other media outlets. Upheld the Law School's editorial style guide, which I helped create, as copy editor.

Media Coordinator | University of Michigan Credit Union

NOVEMBER 2015 – AUGUST 2016

Sole copywriter and editor for the Marketing Department; wrote press releases, senior executive correspondence, e-blasts, and multifaceted materials for every promotional campaign. Used analytics to shape and implement new social media strategy and policy. Worked with design team to create Facebook ads, animated gifs, and Snapchat filters to amplify marketing promotions and sponsored public events. Co-led an institution-wide rebranding effort and launched a redesign of the website with an RFP and interviews with website developers. Helped coordinate, photograph, and host internal and external events.

Writer and Production Assistant | Sun Times News

NOVEMBER 2014 – NOVEMBER 2015

Edited weekly news articles. Wrote weekly business spotlights, breaking news stories, and reported on board of education meetings in Dexter and Chelsea. Designed marketing materials for the sales team, and customized newspaper ads for clients from various industries.



EDUCATION

Bachelor of Arts in Professional Writing | Michigan State University

AUGUST 2012 – MAY 2015

Specialization in Editing & Publishing. Editorial Intern for Harmonia Publishing, specifically *FOOD&WINE Magazine*, in Dublin, Ireland, for 3 months.

Bachelor of Arts in English | Michigan State University

AUGUST 2012 – MAY 2015

Co-Editor (2013-2014) and Editor-in-Chief (2014-2015) of *Red Cedar Review*.

Applied Science | Lansing Community College

AUGUST 2010 – MAY 2012

Certified Histotechnician (2010–2013). Two-year recipient of the Student Leadership Academy Service Scholarship.



ACTIVITIES

Communications Management Intern for the Writing, Rhetoric, and American Cultures Department (2014-2015). Marketing and Communications Intern for the Council of Graduates Students (2013-2014). Professional Writing Intern for WKAR (2013-2014). Alumni Development Office Assistant for the College of Social Science (2012-2013).