


# CAROLINE JORDAN

POLITICAL AND SOCIAL MEDIA COMMUNICATIONS SPECIALIST


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## CONTACT

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 Bethesda, MD 20814

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## SKILLS

- Political and Crisis Communications
  - Media Engagement
  - Adobe Suite and Canva
  - PR and Reputation Management
  - Stakeholder Management
  - Content and Social Strategy
  - Storytelling and Narrative Copywriting
  - Proactive Strategic Media Positioning
  - Viral Media and Digital Strategy
  - Creative Writing
  - Press Material Copywriting
  - Video Production and Editing
  - Stakeholder Conflict Resolution
  - Engagement and Follower-Building
  - Budget and Resource Management
  - Teamwork and Project Management
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## EDUCATION

### Master of Arts in Political Communication

#### American University

2022-2024

Coursework focusing on PR, crisis/strategic communication, stakeholder management, campaign theory/management. Thesis examining memes as a narrative tool for high-stakes presidential campaigns

### Bachelors of Arts in Global Media

#### Arcadia University

2016-2020

Coursework focusing on media relations, content, strategy, and global communications. Study abroad experience in UK and senior capstone focusing on content-generation "economies" existing between fandoms and influencers online

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## SUMMARY

Dynamic, inquisitive political communications professional with over five years of experience developing and implementing multimedia content, crisis management strategies, and communications plans. Driven by a mission for public service and advocacy, with a passion for community and progress.

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## WORK EXPERIENCE

### Communications Associate/Interim Communications Chief

Congressional Budget Office 2023-Present

- Proactively manages press inquiries and media relations to maintain accurate reporting on key agency products
- Drafts communications materials including press alerts, blog posts, fact sheets, and video/social media copy
- Engages in active social listening to identify and strategize on potential reputational threats and response tactics
- Coordinates events and interviews for high-level agency principals, including advance briefing materials and messaging
- Works within complex organizational structure to understand internal and external goals, and formulate effective communications strategies

### Communications Coordinator

One Chance to Grow Up 2022-2024

- Formulated comprehensive and creative communications strategies for advocacy nonprofit in challenging topic niche
- Managed all social media channels and created blend of graphical, video, and written content based on platform
- Coordinated PR activities such as media and coalition outreach, press releases, press conferences, and collaboration between stakeholders
- Maintained public website and managed the progress of digital projects among multiple team members

### Social Media Manager

Color Surprise, LLC. 2021-2022

- Designed video and graphic elements for a variety of social platforms and ad campaigns highlighting specific product features to drive app downloads
- Researched and formulated strategy based on competitors within mobile game space for ideal product positioning
- Drafted organic and paid media plans to reach potential customers and retain current users
- Ideated creative and unique ways of driving product awareness

### Strategic Digital Content Consultant

Freelance/Upwork 2018-2023

- Helped clients through creation of meme and viral culture content and discussion of strategy in implementing content on their platforms to drive awareness and results
  - Worked with content creators to identify areas of audience interest and curate content
  - Identified targeted viral content to help clients appeal to the tastes of desired audience segments, and assist with community engagement and brand image
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