

Jordan Rowe

COMMUNICATIONS DIRECTOR

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About

Seasoned communications professional and proven content creator with 12 years of experience in media production and public affairs. Strong manager of external communications for state and local government agencies. Skilled spokesperson and point of contact for crisis communication. Previous supervisory experience, leading teams focused on community outreach and event planning. Expertise in social media management with a track record of growth across platforms, including Facebook, Instagram, & YouTube. Proficient with Adobe Creative Cloud, Microsoft Office, WordPress, & Canva.

Experience

Daviess County Fiscal Court | Owensboro, Kentucky

Communications Coordinator

2020-Present

- Successfully launched in-house media production, including acquisition of professional camera, sound and editing equipment for content creation and live-streamed broadcasts.
- Tripled website traffic to nearly 50K page views per month, leveraging social media referrals and optimal SEO strategy.
- Built social media presence with over 20K followers across Facebook, Instagram, YouTube, X, Threads, and LinkedIn.
- Developed communication and outreach plans for Fiscal Court to effectively reach constituents and generate positive media coverage.
- Served as Public Information Officer in the aftermath of the 2021 Western Kentucky tornado, part of the Incident Management Team ensuring timely and accurate information.
- Managed staff and outreach events for the county, including the *German American Bank Fireworks Festival*, which attracted up to 10,000 people to Yellow Creek Park in July 2024.

Kentucky Cabinet for Health and Family Services | Frankfort, Kentucky

Director of Strategic Communications

2019-2020

- Developed video content for the Cabinet's social media accounts with over 50K followers.
- Executed on vision for original storytelling to highlight success stories in public health and social services, namely children and families.
- Organized media briefings and created opportunities for reporters to showcase public health initiatives, such as harm reduction and disease prevention.
- Managed statewide outreach for Kentucky HEALTH, an initiative to transform Medicaid and strengthen the state's workforce.
- Assisted state departments with communication strategy, research, and PowerPoint presentations for legislative hearings.
- Planned site visits for Cabinet Secretary and department directors to tour facilities and interact with local leaders in western and eastern Kentucky.

Midwest Communications, Inc. | Evansville, Indiana

News Anchor/Reporter

2015-2019

- Successfully launched co-anchored newscast format to enhance the number one morning show in the Evansville market on 104.1 WIKY.
- Honored with the Indiana Broadcasters Association Spectrum Award for Local Impact Reporting on President's visit in 2018. Organized and anchored wall-to-wall coverage.
- Managed news section of station website to increase traffic and drive listener engagement.

14 WFIE-TV (NBC Affiliate) | Evansville, Indiana

Digital Content Producer

2015

- Created high-impact social media posts to inform and engage 300K followers.
- Utilized AP-Style news writing and best SEO practices to edit and post stories to 14news.com.
- Assisted reporters with online story creation and recorded video in digital news studio, operating camera equipment and editing software.

Withers Broadcasting, Inc. | Carmi, Illinois

News Director

2012-2015

- Managed and expanded news content on station website with over 100K page views per month, leveraging social media and Google referrals.
- Established Facebook and Twitter accounts for news division that attracted 9K followers.
- Launched podcast content to accompany daily news broadcasts and a public affairs program that received thousands of downloads per month.

iHeartMedia, Inc. | Cincinnati, Ohio

News Anchor/Reporter

2011-2012

- Anchored radio news broadcasts for iHeartMedia stations in Ohio and West Virginia, including Top 50 markets in Columbus and Cincinnati.
- Published content across digital platforms to expand station reach and engage with listeners.
- Collaborated with a team of journalists to deliver in-depth reporting for 700 WLW-AM.

Education

Georgetown College, Bachelor of Arts**2008-2011**

Major: Communication & Media Studies | Minor: Political Science

Graduated Summa Cum Laude 4.0 GPA

Edwards County High School, High School Diploma**2004-2008**

Class Valedictorian 4.0 GPA

Skills

Content Management – Public Relations – Video Production – Digital Marketing – Crisis Communication

Photography – AP-Style News Writing – Social Media Management – Journalism- Web Analytics