



MALLORY JORDAN

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SKILLS

⇒ Microsoft Outlook | Social Media | Copywriting | AP Style | Marketing | Communication | Writing | Editing | Creative Strategy | Organizational Skills | Multitasking | Problem-Solving | Analytical Skills | Design Skills | Creativity | Attention to Detail | Teamwork | Public Speaking | Qualitative Research | Customer Service |

EXPERIENCE

State Farm | Underwriter | December 2020 - Present

- Assess customer risks and determine insurance eligibility by reviewing applications, existing business, statistical data, reports, and customer information in a fast-paced collaborative team environment in order to provide remarkable customer service to agents, associates, and policyholders

RTW Photography | Social Media Marketing Manager | January 2019 - December 2021

- Assisted in directing strategy and management of social media channels, email newsletters, and promotion outreach for weekly publication to over 15,000 followers and email subscribers
- Refreshed the corporate Pinterest, developed the social media strategy, and led marketing campaigns which resulted in over 100,000 monthly views and a 30% increase in followers in 3 months

Fam Foolery, Inc | Social Media Marketing Manager | August 2020 - March 2021

- Curated and scheduled high-quality content including articles, infographics, and videos for Facebook and Instagram that grew Instagram and Facebook followers by 40% in less than 5 months
- Led, designed, and implemented social media strategies to support organizational sales goals

NSM Today | Journalist | August 2018 - May 2020

- Produced video, audio, and written news stories for web and social media publications; researched, pitched, interviewed subjects, shot video, and edited engaging editorial and multimedia content on strict deadlines

Tupperware Brands | Global Communication and Public Relations Intern | June 2019 - October 2019

- Worked with my director on a strategic plan to increase organizational awareness through marketing events, press releases and email newsletters, and social media; helped create brand packages for influencer collaborations

EDUCATION

Texas Tech University | Marketing Research and Analytics | January 2022 – Present

University of Central Florida | B.A. General Studies with a concentration in Journalism | Graduated May 2020

- Minors: Mass Media and African American Studies