JORDAN SIMONE WOODS

DIGITAL MARKETING & COMMUNICATIONS PROFESSIONAL

ABOUT JORDAN

Jordan is visual designer and marketing/communications professional with over 8 years professional experience. She has worked with clients such as: 100 Black Men, Jack & Jill of America, TrakGirl, DASH Marketing & more. Her work has been published in Ellements Magazine, PG Suite Magazine, and DefPen. Jordan strives to work with every client bridging the gaps between all their platforms and branding assets. She believes a consistent, engaging message across all channels is a mark of the most effective brands.

CONTACT

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ACADEMIC BACKGROUND

HOWARD UNIVERSITY, SCHOOL OF BUSINESS

Bachelors in Business Administration, Concentration in Marketing

- Full tuition merit scholar recipient
- Director of Communications for Howard University Student Association
- Led PR team Howard University Texas Club

SKILLS

- **Photography**
- **Graphic Design**
- **Cinematography**
- **Adobe Creative Suite/Sketch**
- **Event Planning & Logistics**
- **Web Design**
- **Copy writing**
- **Social Media Management**
- **Visual Storytelling**
- **UX/UI Design**
- **Email Marketing**
- **Program & Project Management**
- **Strategic Communications**
- **Content Management**

WORK EXPERIENCE

CONTENT CREATOR

B. Carter Solutions | December 2019 - Present

- Managed multiple social media accounts (creating content, providing analysis and market research) by an average 50% engagement growth
- Led design of creative materials to promote and inform for clients
- Develop user experience journey for digital products using industry best practices and automation
- Develop innovative, interactive user interface design

CHANGE MANAGEMENT & COMMUNICATION PRACTITIONER

Accenture Federal Services | July 2017 - Present

- Led event development, planning, logistics for town halls to increase understanding and enablement of client initiatives
- Designed & authored digital communications (newsletters, articles, etc.) to increase awareness across the organization
- Served as client relationship manager, and chief liaison between the client and our project's functional development team
- Delivered client presentations to communicate, with business function language, the technical research used to write the project requirements
- Conducted research and offered up viable suggestions/strategies for the eventual implementation of technical enhancements to existing systems
- Created structured summaries and developed functional process documentation, used to analyze entire technological ecosystems
- Designed creative visual marketing materials to create awareness for new technology innovations
- Produced and managed ideation, storytelling and client presentations
- Lead marketing strategy working sessions

PROGRAM SUPPORT MANAGER

Evans & Chambers Technology | September 2016 - June 2017

- Provided creative direction on the organization's brand marketing materials
- Oversaw the direction and production of digital content to reinforce the brand identity
- Created multi-media content on processes, procedures and company culture to be used internally and externally