

Evelyn Jordon

RESUMÈ

Email: evjordon@gmail.com

Evelyn Jordon Marketing & Consultation Services, (Self Employed)

January 2010–present • Remote

- Design and develop Wordpress-based websites for a variety of small businesses
- Create social media marketing plans and coach clients in effective social media strategies
- Design marketing materials for print and web

Idealliance, Director of Media, Marketing, and Communications

December 2019–October 2021 • Alexandria, VA • idealliance.org

- Created comprehensive data-driven digital marketing strategy for global training and membership
- Managed the Idealliance.org website; added 1-3 news posts per week; edited for SEO, clarity and consistency; created and uploaded graphics, performed maintenance and updates
- Supervised full-time Marketing and Membership Strategist
- Managed all email and social media marketing
- Wrote, edited, and designed additional print and web communication

Tudo Azul, Co-owner

January 2017–Present • Guantanamo Bay, Cuba • tazboards.com

- Design and personalize custom wooden items for the home, including cutting boards, serving trays, plaques, signs, and more, with pyrography, CNC routing, and laser engraving
- Develop, design and mail kits, and teach online creative classes on how to do pyrography
- Designed, developed, and maintain Wordpress-based website
- Manage email marketing for giveaways, sales, and business updates

Earthbound Farm, Content Marketing Manager

November 2018–June 2019 • San Juan Bautista, California • earthboundfarm.com

- Managed website; added 2-7 on-brand blog posts per week, with attention to SEO; refreshed other elements of website as needed during campaigns and industry-specific events
- Conceived, drafted, designed, proofread, and edited content for blog posts, email, infographics, social media campaigns, ads, and website, with excellent writing, design, and communication skills
- Provided design and editorial feedback to agency partner and contractors to stay on brand
- Served as community manager for social media channels with a total audience of nearly 1.1M

Middlebury Institute of International Studies, Digital Learning & Inquiry

Assistant Director for Digital Initiatives (Jan. 2015–Nov. 2018) • Monterey, California • miis.edu

- Managed and supported the usage of digital learning software such as Wordpress-based online courses, digital portfolios, and the Canvas Learning Management System

Middlebury Institute of International Studies (Cont.)

- Taught online and in-person training workshops for up to 200 students, faculty, and staff at a time, on social media best practices, multimedia software usage, VR, web design, and more
- Interviewed, selected, and managed 2-4 graduate assistants per semester

Web & Social Media Manager (May 2014–January 2015) • Monterey, California

- Managed edits of entire online presence when “Monterey Institute” rebranded to “Middlebury Institute,” including all social media channels and Drupal website of over 6,000 pages

Web Content Specialist (November 2013–May 2014) • Monterey, California

- Developed creative written and visual content for the Institute’s website and social media
- Conceived, filmed, and edited a year-long series of 60-second videos of students’ experiences
- Managed the Institute’s social media platforms with total audience of over 30,000

United States Peace Corps, Information Technology Specialist Volunteer

June 2011–August 2013 • Vardenis, Armenia

- Taught computer classes in Armenian communities; created lesson plans, tutorials, and exams
- Chairperson of Public Relations committee; coordinated and wrote quarterly news articles
- Wrote and designed a 27-month motivational calendar for fellow Peace Corps volunteers
- Team-taught over 760 children about health and the environment during a 190 mile hike across Armenia; documented the experience with blog entries, photographs and video

Alaska Premier Charters, Marketing Specialist

August 2007–May 2011 • Sitka, Alaska

- Coordinated branding efforts across all communication channels, including website, Facebook, newsletters, brochures, informational letters, and magazine ads; wrote and designed all content
- Refreshed website: started a weekly blog and a daily “Catch of the Day” photo gallery

Computer-Related Competencies

Mac and PC

- SOFTWARE: Adobe Creative Suite, Camtasia, MS Office Suite, Google Suite, Carbide Create
- WEBSITES: Wordpress (including myriad themes and plug-ins), CSS, HTML, Drupal, Wix, Weebly
- ENEWSLETTERS: Active Campaign, MailChimp, Constant Contact, Informz, MailerLite
- SOCIAL MEDIA: Instagram, Facebook, Twitter, LinkedIn, Pinterest

Education, Michigan Technological University (MTU)

Bachelor of Arts • Houghton, Michigan • GPA 3.91/4.00

- Scientific & Technical Communication (STC) Degree; concentration in Writing; certificate in Media
- Semester of study abroad at Curtin University in Perth, Western Australia