

jordan orris *integrated marketer*

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summary

An integrated marketer with 5 years of experience developing and executing integrated marketing communications campaigns across digital and traditional channels. My areas of expertise lie in brand activation, account leadership, business development, project management, and consumer insights marketing and research. A jill of all trades, I'm eager to find my next role at the intersection of marketing/communications and political/public affairs.

education

THE GEORGE WASHINGTON UNIVERSITY

February 2022, **Digital Marketing Certificate**

UNIVERSITY OF MISSISSIPPI

May 2020, **M.S., Integrated Marketing Communications**

Key Coursework:

Consumer Insights | Content Marketing
Reputation Management | Brand Strategy
Crisis Communications | Mobile Media Culture

AUBURN UNIVERSITY

May 2016, **B.S., Interdisciplinary Studies**
Academic Emphases in Brand Marketing and New Media Journalism

Leadership & Ethics Minor, Spanish Minor
Health Wellness & Promotion Certificate

Dudley Scholar | Rho Lambda Honorary
Sigma Alpha Pi | Kappa Alpha Theta

technical skills

HubSpot Inbound Marketing Certified
Google Digital Garage Certification
Hootsuite, Sprinklr, Sprout Social,
Google Analytics, Wordpress CMS
Adobe Photoshop, InDesign, Illustrator
User Generated Content, Affiliate Marketing
basic HTML, SPSS, Facebook, Twitter, LinkedIn
TikTok, Instagram, Pinterest, Tumblr, Snapchat

experience

HSP DIRECT Ashburn, VA

Account Manager — May 2020 - Present

- Manage the direct mail fundraising programs for up to 16 client accounts—including non-profit organizations, federal level campaigns, and PACs—and act as the primary point-of-contact for all client communication on program goals, strategy, results, and financial health
- Thought leader and client strategist on account team — directly contributing to client transfers of \$7.5 million and 9% of company revenue
- Mastering the art of the complex sale, continually upselling clients for additional company revenue-generating mail volume that also leads toward client financial success
- 2022 AAPC Pollie Award Winner for Best Use of Direct Mail - recruited client to agency, developed strategic mail plan, and deployed net revenue-generating creative material for a United States Senate campaign

UNIVERSITY OF MISSISSIPPI GRADUATE SCHOOL Oxford, MS

Public Relations Graduate Assistant — August 2018 - May 2020

- Wrote, edited, and prepared quarterly newsletter content for distribution to 17,000 Graduate School current students and alumni
- Marketed the Graduate School daily through the use of Facebook, Twitter, and Instagram through combining concise writing with engaging photography or custom creative graphics. utilizing Adobe InDesign, Adobe Photoshop, and Canva to cultivate a unique UM Grad School brand identity
- Developed Facebook Ad campaigns targeted to students across the Southeast interested in attending graduate school, on a limited ad budget

CAMPUS LEADERSHIP PROJECT, 501(C)(3) (based in FL / traveling)

Senior Leadership Development Director — July 2017 to July 2018

Leadership Development Director — August 2016 to July 2017

- Identified, recruited, and mentored student leaders on college campuses throughout the Southeast to pursue higher education leadership positions such as student body president, student university regent, or state university trustee — functioning as a sales funnel manager for this unique program
- Worked with fraternity / sorority life, campus advisors, and within school political party apparatuses to build and manage campaigns from initial recruitment to inauguration
- Developed comprehensive campaign branding collateral including logos, social media copy / posts, and campaign website design, in addition to platform creation and student policy initiatives
- Installed dozens of conservative student leaders in elected office at schools including University of Florida, Florida State University, University of Mississippi, Mississippi State, and Florida Atlantic University, among many others

FUSE LITERARY AGENCY, New York City, NY (on-site and remote)

Remote Reader | Intern — October 2014 to May 2015

- Distinguished quality submissions found in Query Inbox, reading full length and partial manuscripts; wrote Reader Reports on publishing potential based on marketability and overall quality
- Drafted 6-month marketing strategy plans (social media launch, website launch, and book tour) for release of clients' books

R&R PARTNERS, Las Vegas, NV

Brand Management Intern — June 2014 to August 2014

- Developed competitive analysis and due diligence reporting of large advertising, marketing, and public relations firms in Mexico City
- Performed detailed social media analysis of such clients as NVEnergy, Southern Nevada Water Authority, Berkshire Hathaway Energy, Las Vegas Convention and Visitors Authority