

Jordan Sims

SUMMARY

I'm a creative communicator and marketing strategist seeking to use my skills to capture client stories and unique voices in the way that best suits their mission and vision as an organization. My specialties include long-form storytelling, visual storytelling (with associated copy), and creative concept development. The personal is important to me and I seek to communicate in a way that serves the human with empathy and creative twang.

Technical Toolkit

- **Copywriting:** articles, magazines, web & presentation copy, social media copy, editing (CMOS & AP), interviewing, content research, style guides, SEO
- **Graphic Design:** Adobe InDesign, Adobe Express, Adobe Photoshop (basic), Canva, photography, Microsoft PowerPoint
- **Brand Management & Strategy:** full-scale brand development, market research, brand activations, multimodal strategy with cohesive messaging
- **Social Media:** content development, content management, data analysis and strategy, community management
- **Web Development & Usability:** HTML and CSS (basic), Wix, WordPress (basic), Cascade, usability testing and design, responsive website creation

EDUCATION

2022-2024	Master of Arts in English, emphasis in Creative Writing <i>Auburn University (Auburn, AL)</i> Certificate in Technical and Professional Communications <i>Auburn University (Auburn, AL)</i> Projects <ul style="list-style-type: none">• Alabama River Alliance Branding Materials: Crafted an audience-driven infographic to drive brand awareness.• CHOICE Uniontown Usability Report: Conducted a website audit to increase the usability of the site.• Taharah Guide Edit: Completed a comprehensive edit of a local congregation's guide for increased usability.
2019-2022	Bachelor of Arts in English, minor in Creative Writing <i>Clemson University (Clemson, SC)</i>

RELEVANT EXPERIENCE

January 2025-Present	Clemson University College of Arts and Humanities <i>Public Information Coordinator Clemson, SC</i> <ul style="list-style-type: none">• Producing stories about faculty and student achievement for internal and external audiences• Managing official social media channels of the college; creating content and crafting a content calendar (doubling account reach and impressions since taking over the channels)• Creating event materials and a corresponding promotion strategy for departmental and college-level events• Conducting website updates and creating new pages as applicable; optimizing current pages for SEO• Photographing college events and faculty, staff, and students
January 2024- September 2024	Creative Communications Consultants <i>Intern Remote</i> <ul style="list-style-type: none">• Crafted engaging, data-based influencer recaps for Sam's Club and Rich's to analyze high-performing content• Researched content via social media and news sites for client (Funfetti, Rich's, National Ice Cream Month) partnership suggestions; proposed social strategies based on research• Managed brand identity for the Atlanta Boat Show on FB and IG, pinning content to be reposted by the client• Brainstormed and pitched copy on creative theme concepts based on market research
August 2022-May 2024	Auburn University Department of English <i>Graduate Teaching Assistant and Instructor of Record Auburn, AL</i> <ul style="list-style-type: none">• Taught three sections of English composition; served as a GTA for World Literature and British Literature• Brainstormed and executed creative, interactive lesson plans based on a set curriculum; adjusted teaching style to aide student comprehension
August 2021-May 2022	Pearce Center for Professional Communications <i>Intern Clemson, SC</i> <ul style="list-style-type: none">• Created social media content (written and visual) and content calendars for the Digital Marketing team• Managed the Digital Marketing team with a focus on creating a strategy to increase awareness of the Center• Wrote strategic, empathetic articles for Pickens Habitat's 40-in-40 campaign to increase partnerships• Interviewed members of Habitat and FBC Clemson for social content (short and long multimodal content pieces)• Participated in research to enhance Pickens Habitat's homeownership application process
January 2022-May 2022	South Carolina Review (SCR) Literary Magazine <i>Assistant Editor Clemson, SC</i> <ul style="list-style-type: none">• Read, discussed, and voted on magazine content; edited chosen content to match house style• Co-managed SCR's Instagram and Facebook, creating branded content (written and visual) and working directly with published authors to increase their publicity
January 2021-May 2021	