

# JORDAN CARTER

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## CONTACT

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## EDUCATION

**CENTRAL STATE UNIVERSITY**  
Bachelor of Arts in Marketing & Communications  
2017-2021

## SKILLS

- CRM & Email: Salesforce, Pardot,
- HubSpot, Marketo, Constant Contact
- - CMS: WordPress, Wix
- - Analytics: Google Analytics, Google Search Console
- - Design: Adobe Creative Suite (Premiere, Photoshop), Canva
- - SEO Tools: SEMrush, Moz, Yoast
- - Social Tools: Hootsuite, Sprinklr, Khoros
- - Project Tools: Trello, Asana, Slack, Microsoft Teams
- MS Suite: Excel, PowerPoint, Word, Outlook

## WORK EXPERIENCE

### MARKETING & MEDIA RELATIONS MANAGER

JC Innovative Media - Remote, NJ | Jan 2024 - Present (Self- Owned)

- Secured earned media placements for nonprofit and corporate clients through targeted press releases and storytelling campaigns.
- Drafted and edited external communications, including news releases, award entries, and executive talking points, increasing visibility in regional and national media.
- Collaborated with executives to prepare for public speaking engagements and interviews, ensuring consistent brand positioning.

### COMMUNICATIONS & EXTERNAL RELATIONS ASSOCIATE

The Bancroft School of Autism Mt. Laurel, NJ | Mar 2025 - August 2025

- Redesigned web content for accessibility and SEO alignment using WordPress.
- Created content calendar across social and email to boost parent engagement.
- Coordinated school-wide communications, developing press releases, newsletters, and event coverage that increased parent engagement.
- Collaborated with leadership to promote fundraising initiatives and secure positive local news coverage.

### STAKEHOLDER COMMUNICATIONS & MEDIA ENGAGEMENT SPECIALIST

Willis Towers Watson Remote, NJ August 2024 - March 2025

- Collaborated with executives and internal stakeholders to deliver clear, brand-consistent communications supporting business initiatives.
- Prepared executive briefs, press-style announcements, and external communications to strengthen company image and market positioning.
- Monitored industry coverage and provided earned media insights for quarterly leadership reports.

### COMMUNICATIONS & MEDIA RELATIONS SPECIALIST (CONTRACT)

Build Change - Camden, NJ | March 2024 - August 2024

- Implemented multi-channel digital marketing campaigns to enhance brand visibility.
- Maintained Salesforce CRM data integrity and improved digital touchpoints.
- Worked closely with creative team to craft targeted messaging across platforms.
- Delivered reports on campaign effectiveness using GA, SEMrush, and internal dashboards.

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## CORE COMPETENCIES

- Media Relations & Story Development
- Crisis & Reputation Management
- Press Releases & Award Submissions
- Executive & Stakeholder Communications
- Social & Digital Media Strategy
- Media Monitoring & Reporting (coverage analysis)
- Brand Positioning & Consistency
- Public Event & Media Coordination
- Writing, Editing & Technical Content Creation

## WORK EXPERIENCE CONTIUNED

### MEDIA RELATIONS SPECIALIST (CONTRACT)

Vindico Medical Education Edison, NJ | Feb 2024 - June 2024

- Develop and execute marketing strategies to promote Vindico Medical Education's programs and servicesEnhanced SEO strategy through keyword-rich blog posts, on-page optimization, and technical audits.
- Coordinate the creation of marketing materials such as brochures, presentations, and digital content.
- Supported live webinar and event marketing through paid ads and email automation.
- Manage social media accounts and online presence across four different brands

### CORPORATE COMMUNICATIONS & PR SPECIALIST

Bedrock Healthcare - Remote | Oct 2023 - Feb 2024

- Crafted engaging press releases to communicate key messages and updates to the public.
- Supported media relations efforts by drafting press releases, donor updates, and social media content aligned with organizational mission.
- Partnered with internal leadership and cross-functional teams to ensure consistent brand voice across platforms.
- Designed and executed email marketing campaigns to reach targeted audiences and drive engagement.

### DIGITAL COMMUNICATIONS & MEDIA COORDINATOR

National Football League (NFL Films) - Mount Laurel, NJ | Oct 2020 - Apr 2023

- Produced and edited high-performing content for digital and in-arena campaigns (e.g., NFL Draft, Super Bowl).
- Manage agencies in markets to support company initiatives
- Coordinated timelines across departments and used project management tools to meet tight deadlines.
- Managed reporting on digital engagement metrics and refined future campaign strategies.
- Develop and manage content for media and external audiences, including news stories, news releases and other communications
- Provide support during crisis situations with strategic communications
- Compiled and analyzed data from various digital marketing campaigns to measure success and inform future strategies.
- Respond to media inquiries in a timely and appropriate manner
- Manage ongoing earned media intelligence platforms and develops quarterly reports

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## ACHIVEMENTS

- Secured earned media coverage across local, regional, and national outlets by drafting and distributing compelling press releases, news stories, and media pitches.
- Partnered with executives and leadership teams to develop media-ready messaging, talking points, and public statements, ensuring consistent brand voice.
- Provided crisis communication support by preparing external messaging and rapid-response media updates during sensitive organizational situations.
- Increased media mentions and brand visibility by identifying and pitching timely story opportunities to targeted journalists and publications.
- Drafted and submitted award entries and external recognition materials, leading to multiple organizational features in industry publications.
- Coordinated media events, press conferences, and interviews, supporting executives and spokespeople with briefing documents and speech preparation.
- Monitored local, regional, and national news coverage, delivering earned media reports and intelligence that informed quarterly communication strategies.
- Strengthened relationships with media contacts and managed external PR agencies to expand organizational reach.
- Produced external communications materials including news releases, fact sheets, Q&As, newsletters, and executive bios that positioned organizations as industry leaders.
- Aligned social media content strategies with earned media efforts, resulting in integrated campaigns that improved engagement and audience awareness.
- Ensured all external communications adhered to brand guidelines, corporate positioning, and compliance requirements, including HIPAA, GDPR, and CAN-SPAM where applicable.
- Collaborated with cross-functional teams (marketing, HR, legal, operations) to develop unified communication strategies supporting business goals.
- Delivered quarterly executive-level media reports measuring reach, impressions, sentiment, and ROI of earned media campaigns.
- Successfully increased community and donor engagement by 35% through targeted PR initiatives and positive media coverage.
- Supported national campaigns (NFL Draft, Super Bowl, Subaru brand initiatives) by producing media-ready content and press collateral, driving measurable audience impact.