

# Jordan McGuire

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## EDUCATION

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*Emerging Media Master's Program*, Grady College of Journalism and Mass Communications May 2023

*University of Georgia*, Bachelor of Arts in Advertising December 2021

Summa Cum Laude, First Honors (1 of 26 students out of class of 1,888), Dean's List

GPA: 4.00/4.00

*Certificate in New Media* January 2020 – December 2021

*Certificate in Writing* August 2019 – December 2021

## WORK EXPERIENCE

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**New Media Institute:** *Developer* March 2022 – May 2023

- Selected to work with New Media Institute clients on web development projects
- Updated UGA Embark's website using Pantheon, Git, and SASS to improve user experience
- Developed a website demo for a Visual Lexicon of the Bible for UGA's department of religion

**New Media Institute:** *Teaching Assistant* June 2022 – Dec 2022

- Provides student guidance on coding questions during weekly office hours
- Responsible for grading written exam responses and coordinate weekly class discussions with over 50 students

**Camp Kesem UGA:** *Co-Executive Director* June 2021 – August 2022

- Managed an executive board of 22 student leaders in strategic outreach, recruitment, development, and operations
- Fundraised and budgeted \$100,000 while overseeing all expenses, inventory, and monetary grants
- Facilitated and operated a fall and summer camp for 150 campers, 70 counselors and 5 professional staff
- Responsible for communicating as a liaison between Camp Kesem National and UGA chapter
- Furthered our diversity, equity, and inclusion efforts through recruitment and trainings

**Student Assistant:** *Web Designer/Developer* March 2021 – May 2022

- Designed a responsive website using HTML, CSS, and JavaScript to display research and grant work created by UGA professor, and researcher, Dr. Laine Bradshaw
- Communicated with Dr. Bradshaw weekly to ensure design elements were approved and fit her branding needs

**Camp Kesem UGA:** *Alumni, Marketing, and Public Relations Coordinator* August 2019 – August 2021

- Managed Facebook and Instagram to communicate Camp Kesem's mission through informative graphics
- Lead alumni stewardship efforts through planned events, Facebook groups, and monthly newsletters
- Composed press releases for large fundraising events

**Mental ID:** *Digital Marketing Intern in Barcelona, Spain* June 2021 – July 2021

- Worked with startup to help create brand awareness and develop an online presence
- Gained collaboration experience with multicultural coworkers while living in Barcelona, Spain
- Created investor acquisition promotional videos in English, German, French, and Spanish
- Redeveloped company website to match branding guidelines and enhance overall appeal to target audience

**Talking Dog Ad Agency: Digital Media Specialist**

August 2020 – May 2021

- Developed media strategies to increase online brand awareness for Hodgepodge Coffeehouse located in Atlanta
- Increased average engagement on Instagram by 60% and average clicks per post by 81%
- Worked with public relations specialist and art director to create effective social media campaigns
- Organized monthly content calendars for social media posting on Airtable
- Lead a photoshoot and interview session with the company founder

**UGA Office of Global Education (OGE): Public Relations and Social Media Intern**

August 2020 - December 2020

- Managed OGE’s study abroad Facebook and Instagram accounts, producing content and analyzing audience metrics to achieve OGE’s digital marketing goals
- Wrote and designed visually appealing emails to send out to students and faculty
- Prepared documents for special virtual events such as the Study Away Fair

**OTHER PROJECT EXPERIENCE AND ACCOMPLISHMENTS**

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**Group Project, Emerging Media Capstone Project:**

August 2022 - Present

- Arranged a client partnership with Royal Change, a company run by fitness influencer Sydney Houdyshell
- Transferring Royal Change website to WordPress and revitalize to improve user experience
- Curating a member portal users can log into through a paid member subscription
- Analyzes over 600 survey responses to better understand the client’s target audience and conducts user testing
- Producing a design system for the client to utilize in future projects

**Group Project, New Media Capstone Course: Lead Developer and Technical Director**

Aug 2021 - Dec 2021

- Developed a WordPress website for a new local non-profit in Athens, GA called Code for Athens

**Group Project, Advertising Campaigns Course: Project Manager**

Aug 2021 - Dec 2021

- Lead a team of 6 to create a campaign for the Atlanta Journal Constitution
- Chosen by client company as the winning campaign out of 4 competing campaigns

**Group Project, Social Media Analytics**

January 2021 - May 2021

- Crafted a mock 34-page social media analytics report on the national nonprofit, Best Friend’s Animal Society
- Analyzed key performance indicators through a software platform called Brandwatch
- Established Twitter and Instagram recommendations based on collected insight

**Strategic Plan Book, Brand Storytelling**

August 2020 - December 2020

- Created a strategic plan book for a local business in Athens, GA called Nedza’s
- Performed needs assessment with client to define how to incorporate Nedza brand within Ad content
- Completed a SWOT analysis to identify efficient ways to increase brand awareness

**SKILLS**

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| • Java, JavaScript, html, CSS, SASS, SwiftUI | • Photoshop; Intermediate   | • Microsoft Office                     |
| • WordPress: Advanced                        | • InDesign; Basic           | • Social Media Management              |
| • Pantheon and Git                           | • Illustrator; Intermediate | • Project Management                   |
| • UX/UI Research                             | • Adobe Xd; Intermediate    | • Google Suite, Analytics, and AdWords |
|  | • Figma                     |  |