

JENNA JORDAN

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SUMMARY: Positive and motivated communications professional with a proven track record in event planning, digital communications, and project management. Skilled at blending creative and analytical thinking to successfully coordinate diverse events and enhance communication strategies.

Work Experience

Colangelo & Partners Public Relations

Assistant Events Manager - New York, New York

September 2024 - Present

- Plans and executes a variety of events across 15 international clients, including press lunches, large production B2B programs, consumer activations, and virtual meetings
- Trains and manages teams on invitation strategy, guest relations, on-site registration, and list building, with the largest guest list at 1,000+ attendees
- Cultivates and maintains working relationships with external vendors, clients, event partners, and guests
- Negotiates vendor contracts, tracks budgets, creates timelines, and overall orchestrates event logistics

Event Coordinator - New York, New York

September 2023 - September 2024

- Continuously updated internal event and agency databases to maintain around 25,000 industry contacts and vendors in order to strengthen the quality of events and expand national outreach
- Developed project management tools to organize and support teams such as activity calendars, checklists, and meeting agendas
- Collaborated across company departments on business proposals, event preparation, and post-event reporting

Trinchero Family Estates

Contract Digital Marketer - Napa, California (remote)

December 2022 - August 2023

- Launched advertising campaigns on Meta Facebook Business resulting in additional sales and brand awareness
- Initiated relationships with photographers and influencers to brainstorm content for marketing campaigns
- Developed brand narrative on social media with monthly content calendars to plan organic text and graphics

Digital Marketing Intern - Napa, California

May 2022 - August 2022

- Devised and launched first social identity document for e-commerce brand to improve cohesiveness of online presence that has resulted in 35% increase in fanbase and 113% increase in engagement rate
- Cross-functionally gathered consumer insights and constructed buyer personas for 12 brands to better understand customer habits, improve online targeting, and drive down online ad costs

Education

Franklin University Switzerland - Lugano, Switzerland

BA in Communication and Media Studies | Minor in Comparative Literary and Cultural Studies

Graduated Cum Laude

The TEFL Academy - Level 3 Certificate in Teaching English as a Foreign Language - 120 hours of coursework

Technical Skills

Adobe Premiere Pro | Canva | Meta Ads Manager (Facebook & Instagram) | Microsoft & Google Suite | Idloom