

# Jordan Williamson

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📍 Athens, GA 30605

## SUMMARY

Early career communications candidate completing a Bachelor of Arts in **Public Relations** at University of Georgia, with nearly two years of supervised research and academic project experience through September 2026. Work includes **integrated communications**, digital content, employee messaging, public relations, **corporate social responsibility**, **brand marketing**, project coordination, and audience analysis. Led a five student communications project, coordinated cross functional deliverables, created editorial calendars, prepared briefing materials, and presented evidence based recommendations. Research experience includes coding public content, documenting sources, reviewing engagement observations, and presenting findings. Ready for a June 2027 rotational program with mentoring, leadership training, functional development, business acumen training, travel, onsite assignments, and nationwide relocation. U.S. citizen prepared to contribute thoughtfully across brand, public affairs, employee, digital, and integrated communications functions.

## EDUCATION

### Bachelor of Arts in Public Relations

2027

University of Georgia GPA: 0

Athens, GA

***Coursework:** Integrated Communications, Public Relations, Digital Marketing, Communication Research*

## TECHNICAL SKILLS

- **Communications Functions:** Integrated communications, public relations, employee communications
- **Digital Communications:** Digital content, content coding, audience engagement
- **Brand Marketing:** Brand messaging, channel planning, editorial calendars
- **Corporate Responsibility:** CSR communications, community messaging, stakeholder mapping
- **Research Analytics:** Google Analytics, survey responses, engagement data
- **Content Development:** Media copy, briefing notes, employee announcements
- **Project Coordination:** Status tracking, deliverable assignment, checkpoint facilitation
- **Presentation Tools:** Campaign presentations, visual briefings, research findings
- **Audience Insights:** Audience themes, information needs, response observations
- **Communication Planning:** Message alignment, channel comparison, content workflows
- **Public Affairs:** Global affairs, public relations, community partners
- **Employee Engagement:** Internal messaging, employee announcements, information needs

## SKILLS

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|-----------------------------|-----------------------------------|-------------------------|------------------------|
| • Integrated communications | • Employee communications         | • Team leadership       | • Verbal communication |
| • Public relations          | • Corporate social responsibility | • Cross functional work | • Interpersonal skills |
| • Brand marketing           | • Analytics                       | • Audience analysis     | • Analytical thinking  |
| • Digital communications    | • Project coordination            | • Written communication |                        |

## EXPERIENCE

### Integrated Communications Project Lead

January 2026 to September 2026

University Project

Athens, GA

Led a supervised five student project covering research, digital content, **public relations**, employee messaging, and community **communication**. Coordinated deliverables, supported audience analysis, and translated findings into presentations and campaign materials for varied stakeholders.

- Led five student communications project covering research, **digital content**, public relations, and **employee messaging**.
- Built **audience analysis** from survey responses and engagement data for clearer channel planning.
- Created eight week editorial calendar linking brand, social, internal, and community content.
- Facilitated checkpoints, assigned deliverables, and resolved schedule conflicts across project work.
- Drafted briefing notes, media copy, employee announcements, and presentations for varied stakeholders.
- Presented campaign rationale and performance indicators using documented research and audience findings.

### Digital Communications Research Assistant

September 2025 to May 2026

Academic Research

Athens, GA

Supported supervised research on digital communication patterns through content coding, source documentation, quality checks, and interdisciplinary review sessions. Prepared visual briefings and presented findings, limitations, and planning implications at a campus forum.

- Coded public facing content for supervised research on digital communication patterns and audience response.

- Developed audience theme summaries for research reports and planning discussions.
- Maintained source documentation and quality checks across a multi month dataset.
- Prepared visual briefing materials connecting communication choices with observed response.
- Coordinated review sessions with student researchers from different academic disciplines.
- Presented methodology, findings, limitations, and planning implications at a campus forum.

**CSR Communications Coordinator**

October 2024 to April 2025

Course Project

Athens, GA

Coordinated a supervised case project for a fictional social responsibility initiative. Mapped audience information needs, compared channels, edited team content, and integrated public relations, employee communications, digital content, and measurement into a final presentation.

- Coordinated student case project developing **communications** for a social responsibility initiative.
- Mapped information needs for employees, community partners, digital audiences, and local media.
- Compared communication channels using basic reach and engagement assumptions.
- Edited team copy for tone, factual support, accessibility, and message alignment.
- Organized final presentation integrating **public relations, employee communications**, digital content, and measurement.
- Applied faculty feedback and documented lessons on **teamwork**, ambiguity, and audience centered planning.

**PROJECTS**

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**Rotational Communications Readiness Portfolio** 📅 2026

Built a cross functional communications portfolio connecting brand marketing, digital communications, employee messaging, public relations, corporate social responsibility, and audience analysis. Work clarified readiness for rotational assignments, travel, mentoring, and collaborative leadership development.

**Audience Insights Research Brief** 📅 2026

Created a research brief from coded public content, source documentation, engagement observations, and visual findings. Presented limitations and planning implications in clear language for an interdisciplinary campus audience.

**LEADERSHIP & AWARDS**

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- Dean's List recognition, 2025 and 2026, reflecting consistent academic commitment.
- Student Communications Case Competition Finalist, 2026, recognizing thoughtful team based communication planning.
- Project Lead, Student Communications Collaborative, coordinating shared work and peer contributions.

**CERTIFICATIONS**

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- Google Analytics Certification 📅 2026
- Digital Marketing Analytics, Coursera 📅 2026

**PROFESSIONAL AFFILIATIONS**

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- Student Communications Collaborative, Project Lead supporting team planning and shared deliverables.
- Journalism Program, Peer Mentor helping fellow students build confidence and communication habits.

**LANGUAGES**

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- English (Native)
- Spanish (Beginner)

**ADDITIONAL INFORMATION**

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**Work Status** : Authorized to work in United States. No sponsorship required.

**REFERENCES**

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AVAILABLE ON REQUEST