

Jordan Williamson

Global Communications Leadership Development Program Candidate

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 Athens, GA 30605

STRENGTHS

-  **Collaborative Leadership**
Led a five student project through checkpoints and schedule conflicts. Teammates had clearer ownership, and work kept moving.
-  **Audience Analysis**
Connected survey responses and engagement observations with channel choices. A closer look at audience needs improved planning.
-  **Clear Communication**
Prepared briefings, media copy, announcements, and presentations for varied audiences. Feedback showed messages stayed easy to follow.
-  **Project Coordination**
Built an editorial calendar and tracked deliverables across teams. Small workflow changes made shared deadlines more manageable.
-  **Adaptable Learning**
Moved between research, public relations, digital, and employee communication work. Each new assignment became a chance to contribute.

SKILLS

- Integrated communications

Public relationsBrand marketing

Digital communications

Employee communications

Corporate social responsibility

AnalyticsProject coordination

Team leadership

Cross functional work

Audience analysis

Written communication

Verbal communication

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
University of Georgia  GPA: 0  2027  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

EXPERIENCE

Integrated Communications Project Lead
University Project  January 2026 to September 2026  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.

Interpersonal skills

Analytical thinking

LANGUAGES

English Native

Spanish Beginner

MY CAREER

0 MONTHS

- Presented campaign rationale and performance indicators using documented research and audience findings.

Digital Communications Research Assistant

Academic Research 📅 September 2025 to May 2026 📍 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

Course Project 📅 October 2024 to April 2025 📍 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

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

- 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

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

PROFESSIONAL AFFILIATIONS

- Student Communications Collaborative, Project Lead supporting team planning and shared

deliverables.

- Journalism Program, Peer Mentor helping fellow students build confidence and communication habits.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST