

JORDAN WILLIAMSON

COMMUNICATIONS LEADERSHIP DEVELOPMENT PROGRAM CANDIDATE

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STRENGTHS

- 👥 **Cross Functional Coordination**
When project ownership became unclear, documented decisions and reset checkpoints so teammates could keep work moving.
- 🔍 **Audience Research**
Turned survey responses and stakeholder observations into message recommendations that gave campus partners clearer direction.
- 🗣️ **Clear Presentation**
Presented methods, limitations, and findings to students and faculty, answering questions with calm, direct explanations.
- 📅 **Editorial Planning**
Built a shared calendar across web, email, and social channels, making reviews easier for a busy student team.
- ♥️ **Data Informed Communication**
Used coded samples and engagement results to spot information gaps, then shaped practical communication improvements.

SKILLS

Integrated communications

Public relations

Digital communications

Employee communications

Brand marketing

Corporate social responsibility

Audience research

Project coordination Analytics

Team leadership

SUMMARY

Early career communications professional with nearly two years of supervised academic project and research experience through September 2026. Work covers **integrated communications**, **digital communications**, public relations, **employee communications**, brand marketing, **corporate social responsibility**, global affairs messaging, and data informed campaign evaluation. Led a five student team, coordinated editorial calendars, gathered audience insights, prepared executive style briefs, and presented recommendations to faculty and campus partners. Research experience includes stakeholder interviews, message analysis, coded campaign samples, data visualization, and written backgrounders. Clear writing, thoughtful collaboration, analytical discipline, and dependable project coordination support quick learning across rotational assignments. As a U.S. citizen who can relocate anywhere in the United States and travel as needed, Jordan can contribute adaptable communication support across internal, external, community, and global audiences.

EDUCATION

Bachelor's Degree in Communication

George Mason University 🎓 GPA: 4.0 📅 2026 📍 Fairfax, VA

***Coursework:** Public relations, digital communications, audience research, integrated marketing communications*

TECHNICAL SKILLS

- **Communication Channels:** Web, Email, Social media
- **Research Methods:** Audience research, Stakeholder interviews, Campaign coding
- **Analytics Platforms:** Google Analytics, Survey analysis, Engagement tracking
- **Content Development:** Digital content, Backgrounders, Employee communications
- **Project Coordination:** Editorial calendars, Review tracking, Decision logs
- **Public Relations:** Media materials, Message framing, Public trust research
- **Marketing Communications:** Brand marketing, Integrated marketing communications, Campaign planning
- **Data Presentation:** Data visualization, Executive briefs, Research presentations
- **Corporate Responsibility:** Community impact messaging, Social responsibility communication, Employee narratives
- **Workplace Tools:** Web publishing, Email platforms, Social platforms

EXPERIENCE

Integrated Communications Project Lead

University Project 📅 January 2026 - September 2026 📍 Fairfax, VA

Led a five student communications team across audience research, messaging, **digital content**, **public relations**, internal updates, and social responsibility communication. Coordinated project reviews and translated findings into practical recommendations for campus stakeholders.

- Led **audience research** for a five student campaign, shaping messages for campus audiences.
- Built an editorial calendar across web, email, and social channels, aligning reviews.
- Analyzed survey responses and **engagement data**, identifying audience information gaps.
- Facilitated project checkpoints and documented decisions, keeping **cross functional** work on schedule.
- Prepared executive briefs linking objectives, audience insights, channels, and measurement results.
- Connected community impact evidence with employee and external **communication** narratives.

Stakeholder interviews

Data visualization

Editorial planning

Message framing

Presentation skills

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Integrated Communications Project Lead at University Project (8 Months)

● Public Relations and Digital Communications Research Assistant at Academic Research (1.2 Years)

Public Relations and Digital Communications Research Assistant

Academic Research 📅 September 2024 - December 2025 📍 Fairfax, VA

Supported supervised research on digital communication and public trust through campaign coding, stakeholder analysis, editorial review, **data visualization**, and presentations. Organized research operations so students and faculty could evaluate message effectiveness and practical implications.

- Coded campaign examples for supervised research on digital communication and **public trust**.
- Compared **message framing** and channel use across stakeholder and audience materials.
- Drafted backgrounders and employee communication samples through structured editorial review.
- Maintained trackers for interviews, sources, deliverables, and revisions, clarifying project progress.
- Created data visualizations from coded samples, supporting evidence based discussion.
- Presented research findings to students and faculty, addressing methods and limitations.

PROJECTS

Campus Impact Communications Study 📅 2025

Created a research based communication concept connecting community impact evidence with external messaging and employee narratives. Findings supported clearer audience segmentation, message framing, and channel selection.

Audience Engagement Measurement Package 📅 2026

Built a practical measurement package using survey responses and engagement data. Recommendations helped project partners identify information gaps and refine campaign communication choices.

LEADERSHIP & AWARDS

- Dean's List, George Mason University, 2025
- Outstanding Communication Capstone Presentation, 2026
- Student Communications Council Project Coordinator, 2025 to 2026

CERTIFICATIONS

- Google Analytics Certification 📅 2026
- Integrated Marketing Communications, Coursera 📅 2025

PROFESSIONAL AFFILIATIONS

- Student Communications Council, Project Coordinator, 2025 to 2026
- Campus Service Communications Team, Volunteer Lead, 2025

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST