

# Jordan E. Mason

ADVERTISER & STORYTELLER

## PROFILE

### Name

Jordan Elizabeth Mason

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### Website

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## SOCIAL



[facebook.com/jordan.mason.908](https://facebook.com/jordan.mason.908)



[@JordanMason1](https://twitter.com/JordanMason1)



[www.linkedin.com/in/jordanemason](https://www.linkedin.com/in/jordanemason)

## CLUBS & ORGANIZATIONS

### Multicultural Advertising Intern Program

#### (MAIP)

### American Association of Advertising Agencies (4 A's)

#### Fellow

Feb 2016 - Aug 2016

- Selected to participate in a 22 week fellowship program in the advertising industry out of 600 applicants and over 3,800 colleges
- Participated in a paid, full-time internship for ten weeks.
- Participated in a series of agency sponsored professional development.

### Public Relations Student Society of America President

Aug 2015 - May 2016

- Managed 65 members and 10 executive board members
- Facilitated executive board meetings & student body meetings
- Appointed committee chairs
- Maintained contact with organization's faculty advisor
- Contacted speakers and represented the organization at the University.

## EXPERIENCE

May 2017-  
Present

### Blackstone Media

#### Client Coordinator

- Participate in daily communication with multiple clients
- Schedule internal and external meetings
- Brainstorm strategies for the client services department with direct supervisor
- Complete project and creative briefs
- Input tasks into internal project management tool
- Assist clients with maintenance tasks
- Present research findings to potential and current clients

Sept 2016-  
May 2017

### Power Agency

#### Associate Client Engagement Manager

- Worked alongside direct supervisors to provide the best service to home security client.
- Created and reviewed tasks for multiple projects
- Compiled research for the home security industry
- Assisted in preparation of presentations and other materials for client demonstrations
- Helped review documents to ensure accuracy, clarity and brevity.

June 2016-  
Aug 2016

### Young & Rubicam Group

#### Global Communication Intern

- Created content for the Y&R New York Twitter account.
- Assisted on new business development by creating status updates, sent emails across agencies, created meetings & created a file hosting drive.
- Also assisted with a strategy project with a food brand and created key insights based on "man on the street" interviews and research.

## EDUCATION

August 2012-  
May 2016

### B.A in Integrated Strategic Communication, Emphasis in Public Relations

University of Kentucky, Lexington, KY  
Cumulative GPA: 3.3

## HONORS & AWARDS

- **2016 National Student Advertising Competition, District 5 Champions**
  - University of Kentucky, Client: Snapple
- **William C. Parker Scholarship, University of Kentucky**
- **College of Communication Dean's List**
  - Fall 2012, Fall 2013, Spring 2014, Spring 2015

## SKILLS

- |                     |                      |                            |
|---------------------|----------------------|----------------------------|
| + Public Relations  | + Adobe Photoshop    | + Research & Data Analysis |
| + Strategic Thinker | + Digital Marketing  | + Campaign Development     |
| + Resourceful       | + Account Management | + Blogging                 |