

JORDAN ALEXA BOYD

Social Media Manager & Content Creator

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SUMMARY

Eternally creative, meticulous social media manager and content creator with nearly 8 years in the industry. My strategies, content, and community engagement have recently grown Kilroy's on Kirkwood's Instagram to 24.6K followers and have kept the company at the forefront of collegiate nightlife.

PROFESSIONAL EXPERIENCE

Owner

September 2023 - Present

Jordan Alexa Media | Chicago, IL

- Founded and led Jordan Alexa Media, a dynamic social media agency specializing in social media management, paid ad campaigns, community engagement, and content production.
- Successfully assisted multiple businesses in enhancing their online presence through strategic social media initiatives since the agency's establishment in September.
- Specialized in developing and implementing effective paid ad campaigns and maintaining high levels of community engagement for clients.
- Demonstrated a strong track record of driving growth and visibility for businesses through innovative social media strategies and content production.

Legal Intern

June 2023 - September 2023

Infinity Healthcare Consulting | Chicago, IL

- Played a pivotal role in a high-profile health care investigation, where I meticulously sorted through crucial legal documents to identify key information relevant to the case.
- Demonstrated exceptional analytical skills by accurately assessing the significance of each document and efficiently scanning them into a comprehensive database for use by company lawyers.
- Upheld the highest standards of professionalism and confidentiality while contributing to the success of the legal team.

Social Media Manager

August 2021 - May 2023

Kilroy's on Kirkwood | Bloomington, IN

- Led a team of social media interns in content creation and planning for the brand, developing branded content, orchestrating multi-channel publications, and managing the social media community.
- Planned, created, and posted all social media content daily (reaching more than forty thousand followers across all platforms).
- Planned and executed live events at both Kilroy's on Kirkwood and Kilroy's Sports on a weekly basis.
- Designed original merchandise for both online and in-venue sales.

Social Media Coordinator

November 2017- July 2020

Casual Cosmetics | Greenwood, IN

- Ideated and developed overall social media marketing program with the purpose of unifying brand messaging across all channels and driving awareness.
- Monitored and engaged with inbox questions, DMs, and comments, gathering sentiment for analysis and reporting.
- Identified trends and forecasted trends in social media techniques and in the hair/beauty industry, integrating these into the content marketing program.
- Created copy alongside image and photo suggestions, built content calendars, and automated publication.

Social Media, Sports, and Content Editor

August 2015 – May 2019

Trojan Media Group | Greenwood, IN

- Provided comprehensive coverage of sporting events through live tweeting, sideline reporting, and sports photography, ensuring real-time updates and engaging content for the community.
- Planned and executed content creation for the group's social channels, including Instagram, Twitter, and Youtube, resulting in increased followers and engagement.
- Designed magazine and yearbook spreads on a weekly basis, showcasing a strong visual aesthetic and effectively highlighting the community's most important events.
- Wrote sports and lifestyle copy, delivering compelling and informative articles to readers.

SKILLS

Social Media Management | Digital Marketing | Content Creation | Content Calendar Automation | Content Distribution | Omnichannel Marketing | Community Management | Community Guidelines Development | Data & Analytics | Branded Copy | Marketing Campaigns | Editing

PLATFORMS

Twitter | Instagram | TikTok | Facebook | YouTube | Reddit | LinkedIn

TECHNOLOGY & SOFTWARE

Asana | Canva | Google Workspace | MS Office | Adobe Suite | Planoly | Latr | ChatGPT

EDUCATION

Indiana University, Hamilton Lugar School of Global and International Studies – Bloomington, IN
Bachelor of Arts in International Studies, 2023, GPA: 3.52/4.00
Majors: International Studies (Diplomacy, Security, and Governance) and French
Shreve Scholar, Provost Scholar