

JORDAN ALEXA

SOCIAL MEDIA MANAGER & CONTENT CREATOR



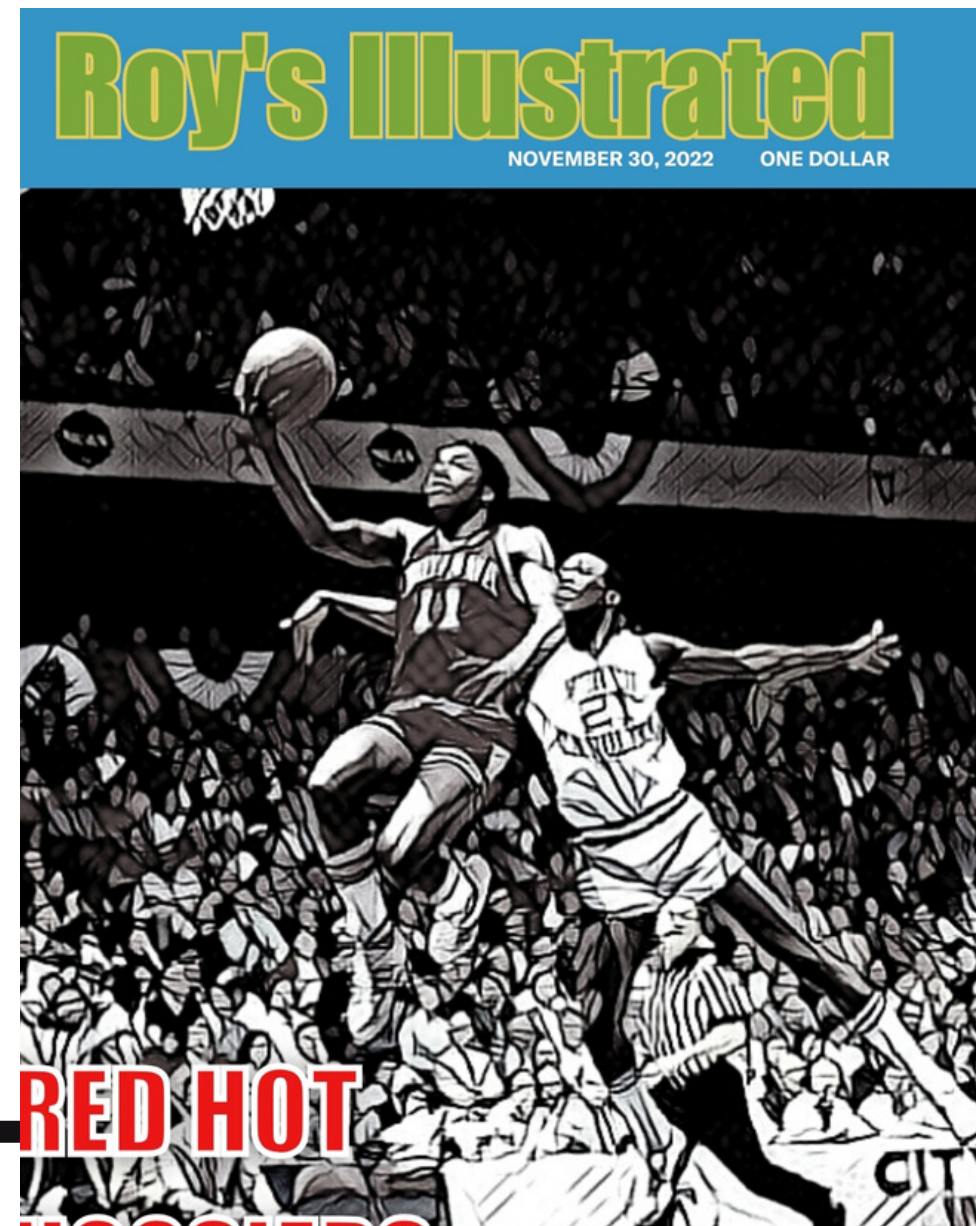
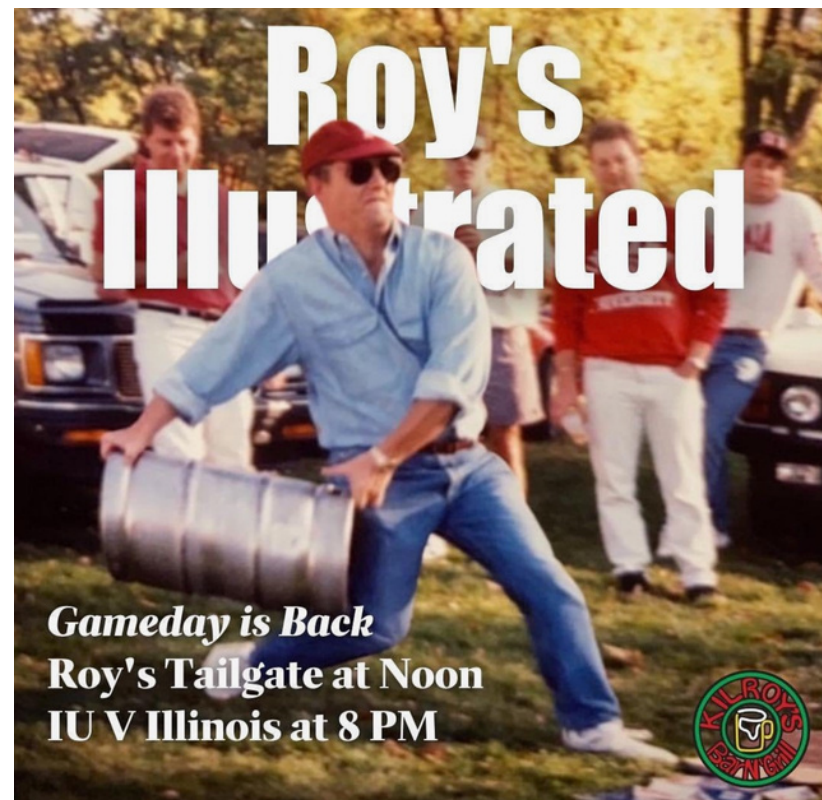


Behind the Screen

I'm Jordan Alexa, and I have been growing social media programs and developing content for 8 years. My innate ability to tell a captivating story through the use of eye-catching graphics, photos, and videos has helped me craft a unique approach to social media marketing. As a storyteller by nature, I aim to bring the passions behind brands to the forefront as I illustrate their online persona.

MY CREATIVE PROCESS

Think of your social presence as a vibrant garden, not a neglected weed patch. A solid management process is the sun and water your brand needs to bloom. It nourishes consistency, guides strategy, and attracts those coveted likes and shares.



Research + Development

Target Audience Centered
Competitor Observations

Content

Relevancy and Aspiration
Production & Design

Publication

Establish intervals, channels, and
automation service

Maintain and Optimize

Monitor and engage with comments
Use data to improve





Your Image

In the digital age, social media is an indispensable tool for promoting events and generating excitement surrounding your brand. Often times, elevating your brand calls for a content overhaul.



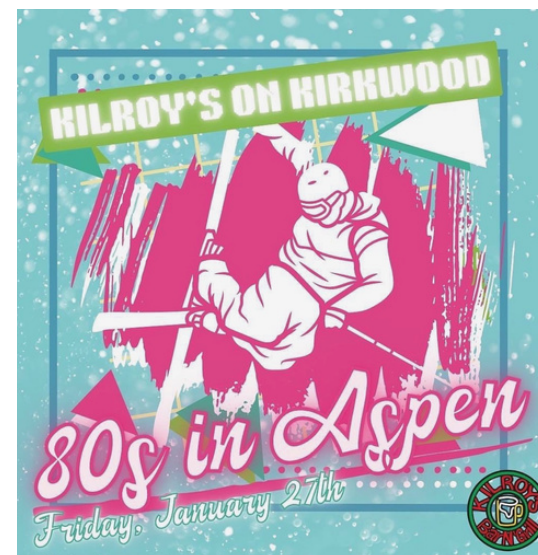
Eye-catching photos spark interest and conversations! Branded photoshoots in combination with shareable graphics are a winning formula for capturing attention and amplifying your brand's reach.

FRAMING A PERSPECTIVE



The Campaign

Stunning branded photoshoots and eye-catching graphics fuel anticipation, build hype, and turn scrollers into engaged attendees. This pre-event social sizzle isn't just pretty pixels; it's the secret sauce that sets your event ablaze, ensuring a packed house and lasting buzz.

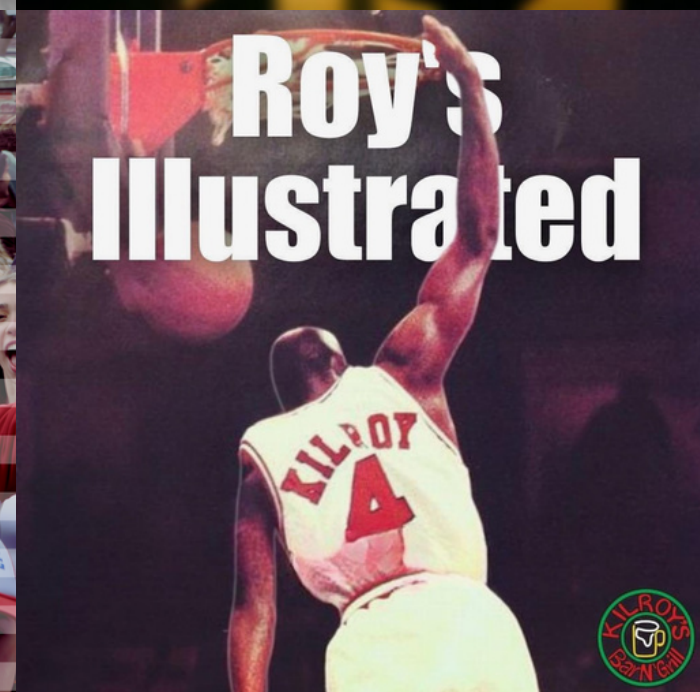
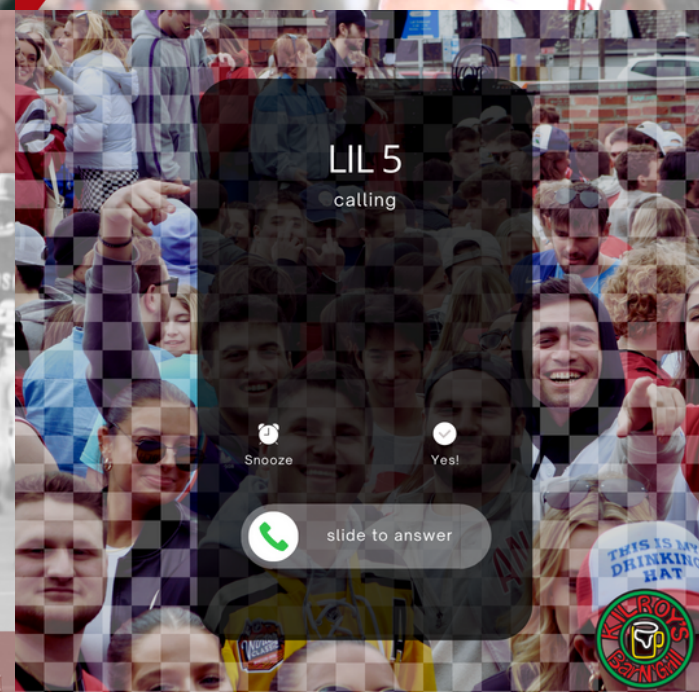
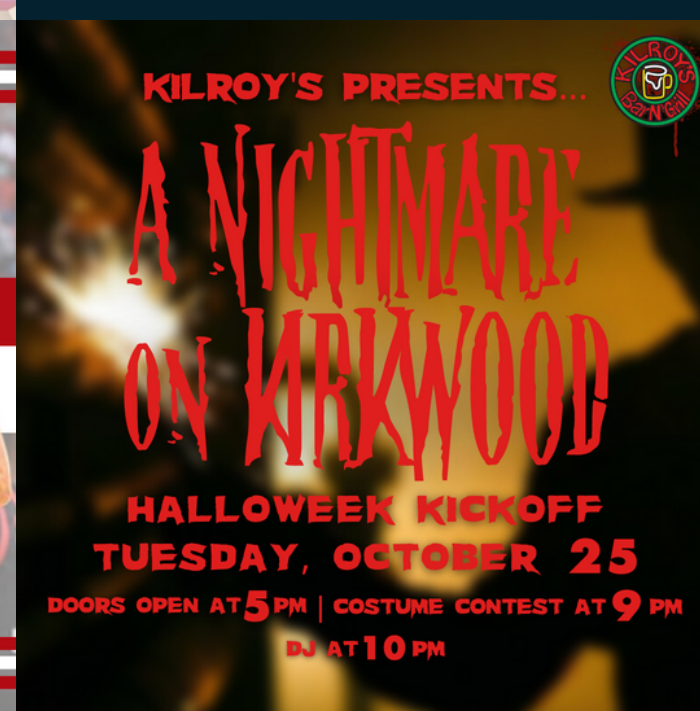




YOUR STORY THROUGH THE LENS



Crafting the visuals for your social media is not just about photography; it's about peeling back the layers, finding the soul of your brand, and whispering its story through glimmers of light and shadow.



Getting Graphic

Every brand wants to stop the scroll, right? Well, a surefire way to do that is through creative graphic design. Think vibrant palettes, playful layouts, and strategic storytelling-- all honed by my 8 years of experience in captivating online audiences. Let's turn your social feed into a cohesive feast for the eyes, watch engagement soar, and leave the competition green with envy.

MY WORDS, YOUR WINS

BUILDING YOUR COMMUNITY WITH AUTHENTIC COPY AND CAPTIONS

Aside from the visuals, equally as important is the copy. Whether it is that short caption on your daily feed post or every blurb on your website, I know how to narrate the entire story of your brand by tapping into its beating heart and bringing it to life. No cheesy slogans, no forced smiles – just raw, authentic stories that capture the full spectrum of your brand's experience.

Think of me as the translator between your brand's inner truth and the ears of your audience. Whether it's a chuckle-worthy quip that sparks connection, a heartfelt message that tugs at heartstrings, or a triumphant roar that ignites excitement, I craft narratives that feel real, relatable, and deeply human.

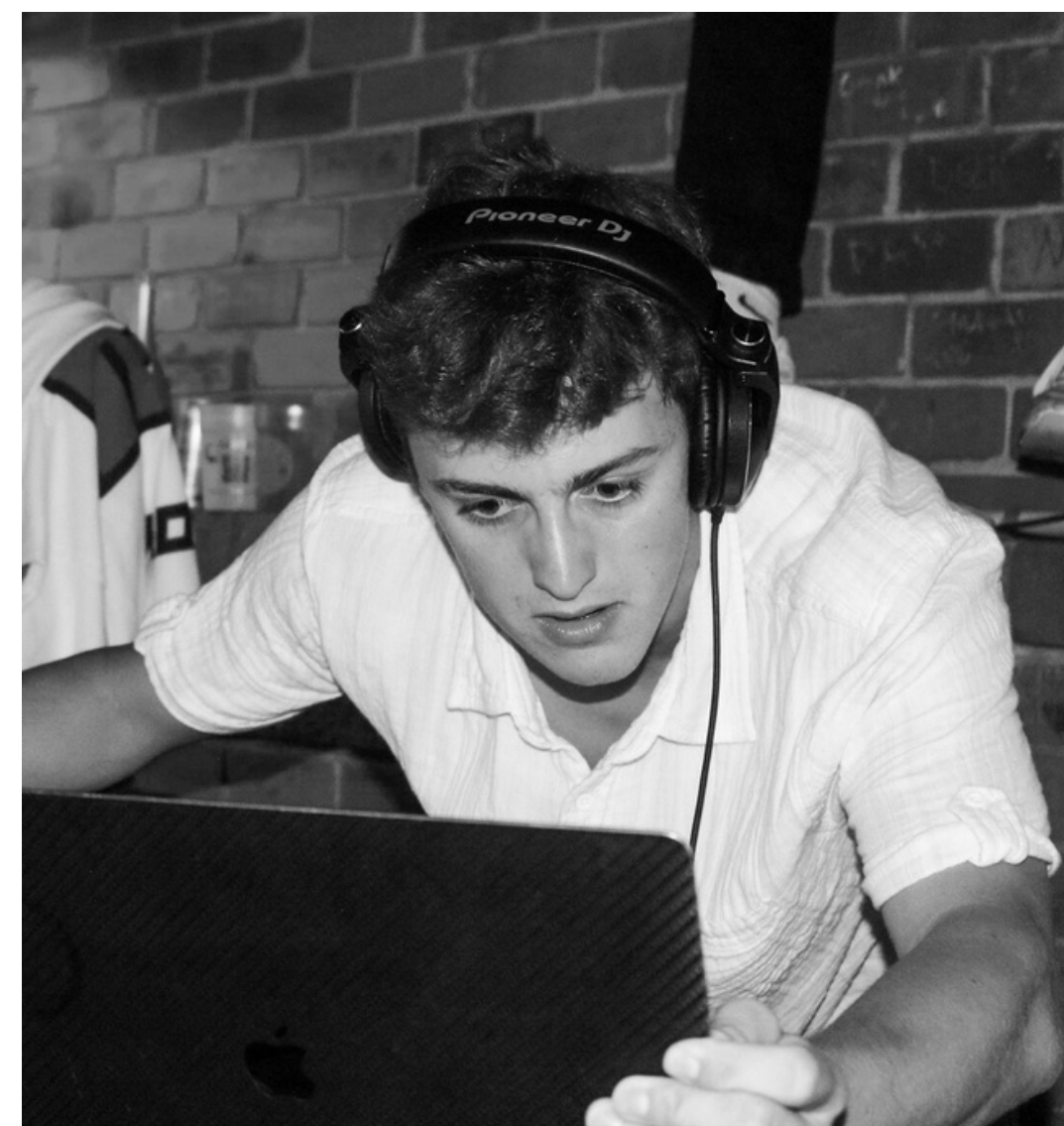
Read some of my writing samples [here](#).





BEYOND THE STILLS





VIDEOS THAT PERFORM

Whether it is a walkthrough of a \$4.2 home for your real estate channel, or a thrilling clip of the crowd going wild after a big win-- I know how to select footage and curate content that drives traffic and engagement directly to your page. I am no stranger to TikTok, YouTube, or Reels-- and I know how to turn cinematic magic directly into leads on all three. Find links to my video successes [here](#).



**LIFESTYLE, BEAUTY, WELLNESS, FITNESS, FOOD &
BEVERAGE, HEALTH CARE, REAL ESTATE, SPORTS,
FASHION, NON-PROFIT**

THE VISION FOR ANY BRAND

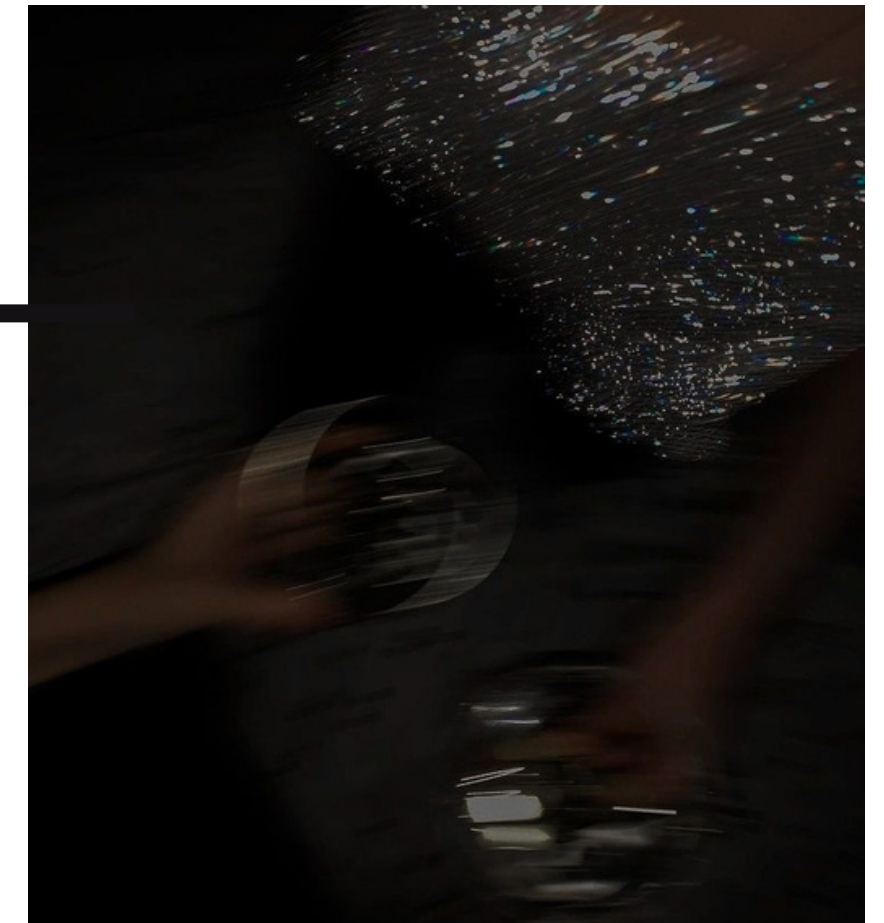


In

order to elevate your brand, you need someone who has their finger on the pulse of all of the happenings in the digital space. This does not mean holding knowledge about what competitors might be doing-- this is about knowing the ins and outs of every industry's media presence.

No

matter the industry, my approach is the same. As a mood-board enthusiast, I know how to capture the essence of any brand before content production ever comes into play. When it comes to social media management, I am a multifaceted player with experiences in so many niches.



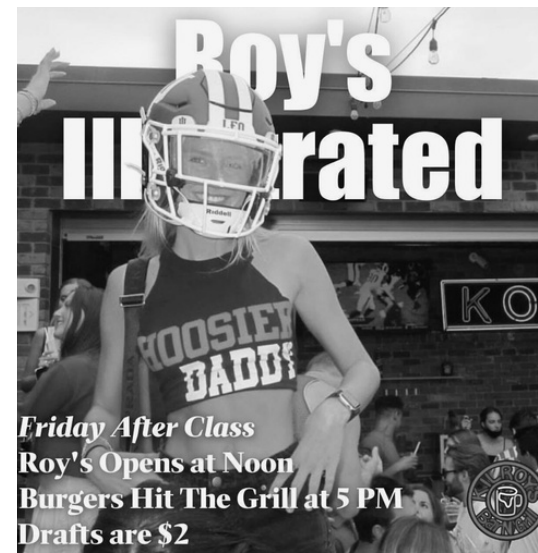
SPOTTLIGHT



26.1K
FOLLOWERS

The College Bar Success


One of my largest social media successes, to-date, has certainly been during my tenure as the Social Media Manager for Kilroy's on Kirkwood. In this role, I was able to truly unleash my creativity and watch my ideas perform in real time.





The Little 500 Post

Kilroy's on Kirkwood is the quintessential college bar at Indiana University, meaning that the biggest days at the university were the biggest days at the bar.



April 22 at 6:50 AM

2414

6

164

28

Overview ⓘ

Accounts reached	19,089
Accounts engaged	2,484
Profile activity	396

Reach ⓘ

19,089

Accounts reached

15,551

Followers

3,538

Non-Followers

Impressions	25,400
From Home	19,879
From Profile	4,075
From Other	753
From Explore	691

Engagement ⓘ


2,484

Accounts engaged

This day was the single most profitable day for the entire city as the Little 500 is a bike race drawing attention, nationally, for its popularity amongst students and alumni. Thus, the social media posts were of the upmost importance. Here are the analytics behind the post on the morning of the event (event was marketed with all of the previously mentioned tactics for weeks in advance).

Main-stage for Memes

Mememes are sometimes the most highly performing posts a brand can make. For instance, this mockup of a Kanye vs. Kid Cudi meme showed extremely healthy engagement with a reach of more than 18K. See the post [here](#).



It's called soccer.

kilroyskok · Original audio

November 29, 2022 · Duration 0:21

▶

♥

💬

📌

🔖

118509

9689

59

1855

141

Reel Insights

Instagram and Facebook plays	118,528
Instagram likes and Facebook reactions	9,689

Instagram

95,956

Accounts reached

VOTED BEST
DRINK IN
TOWN

August 10, 2022 at 9:18 AM

♥

💬

📌

🔖

1660

10

778

38

Overview

Accounts reached	18,792
Accounts engaged	1,948
Profile activity	615

Reach

18,792

Accounts reached

Virality. That's all anyone can hope for when they release a video, right? [Here](#) is my most viral video. Who knew a vegas bomb train could attract so much attention (I did know that). **77.2K Likes, 686 Comments, 86.5K Shares, 2.7 Million Views**





JORDAN ALEXA

SMM

CONTENT CREATOR

Let's Connect

This portfolio is merely the tip of the iceberg when it comes to my experiences and skills in social media. Whether you are looking to run a paid ad campaign, engage in email marketing, or need a helping hand with plain old social media management, I'm your girl. Want to read more about my specific experiences in social media and digital marketing? Download my [resume!](#)

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