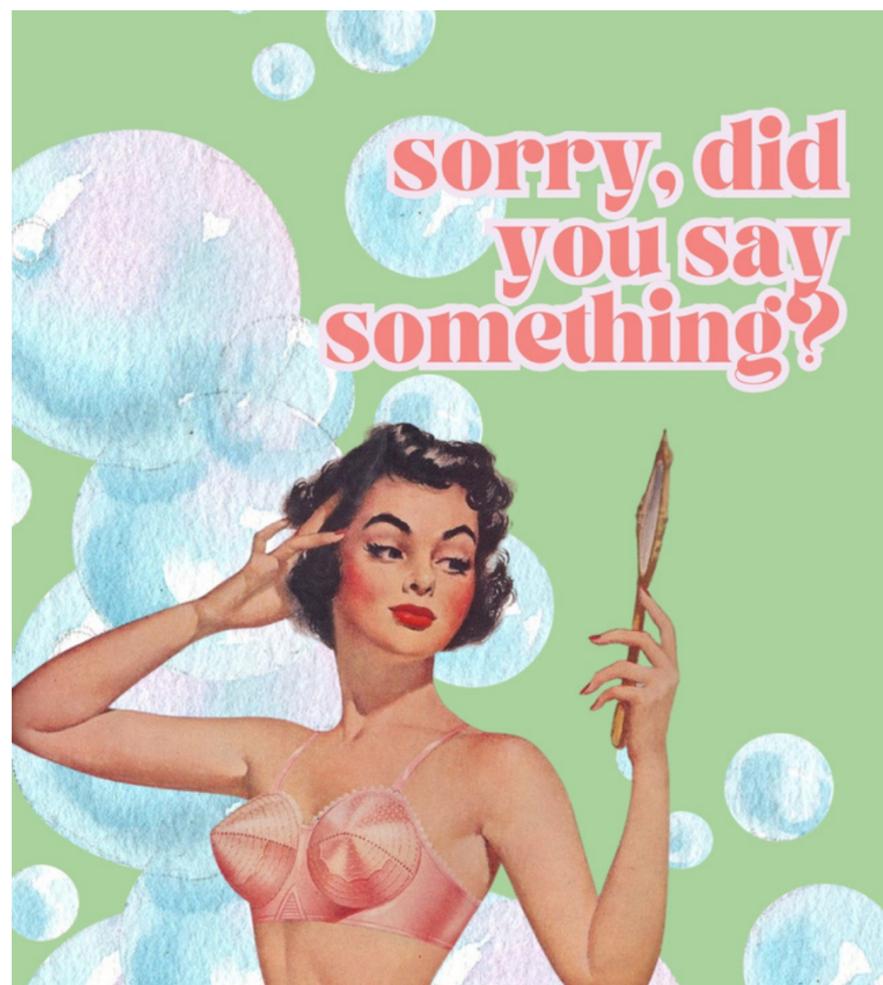


JORDAN ALEXA

SOCIAL MEDIA MANAGER & CONTENT CREATOR



meurs agricole, dans un groupe d'élites.
... fait quelque chose. Pourquoi n'est-il
... cette année?
... tirant une bouteille de sa poche:
... pourrait qu'il a beaucoup mes-
...
... deux critiques comme se pro-
... trop ou glosant les dis-
... ou chantant, pillant, rous-
... et les ossements de toutes grave-
... et de leur fortune. C'est un vacance-
... et comme un épousaillement de vie
...
... homme se penche à l'oreille de
... de la prestere à
...
... fait défaut, des
... sont avec, l'été sur, autour d'une tribune
... ou monnaie à figure tréfle et rose. La
... parle, parle, au milieu du vacarme, et sa
... de l'émotion lui fait de cris d'ent-
... un plaisir sur lui glisse sur
... mais quelques épaves sur
... et les autres arroun-
... dans les oreilles, en corset, pour
... de se qu'il dit. Conscience, ou l'ou-
... à l'heure, on se sait que de
... mais l'histoire goguenard nous
...
... leur énergie, dit-il sans qu'on
... veut.
... qui est-ce qui part
... l'ignor, ministre de l'agriculture.
...
... dans le dernier chapitre de son
...
... (CAYROL) politicien, journaliste, équi-
... et musical, né à Bordeaux le 22 mai
... le dictionnaire Vapereau et plusieurs
... et en 1841, d'après d'autres.
... apprendrait ces incertitudes, s'il s'agissait
... de la question sérieuse; mais M. Sarda
... il demeure à Paris, à une adresse con-
... le rencontre au théâtre à peu près tous
... Il semble que la question de savoir exact-
... et l'âge il a ne devrait pas jeter ses bases
... un tel trouble... L'écriture moderne a
... routines plus compliquées.

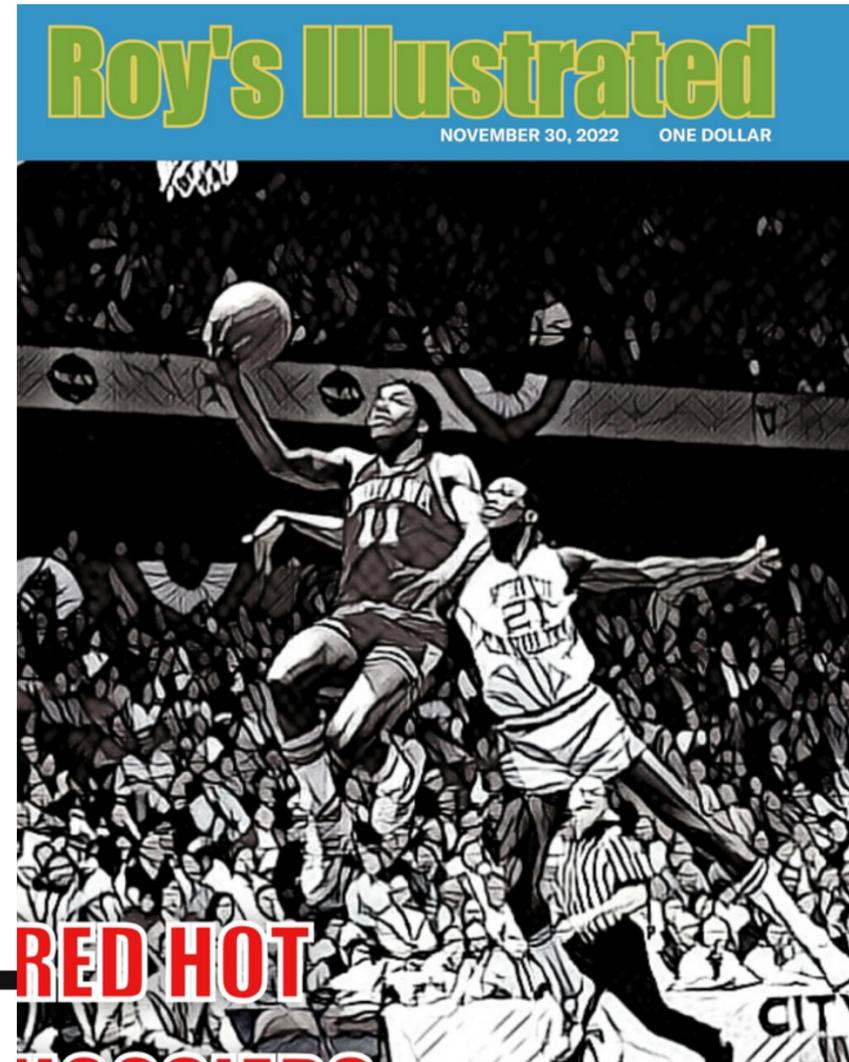
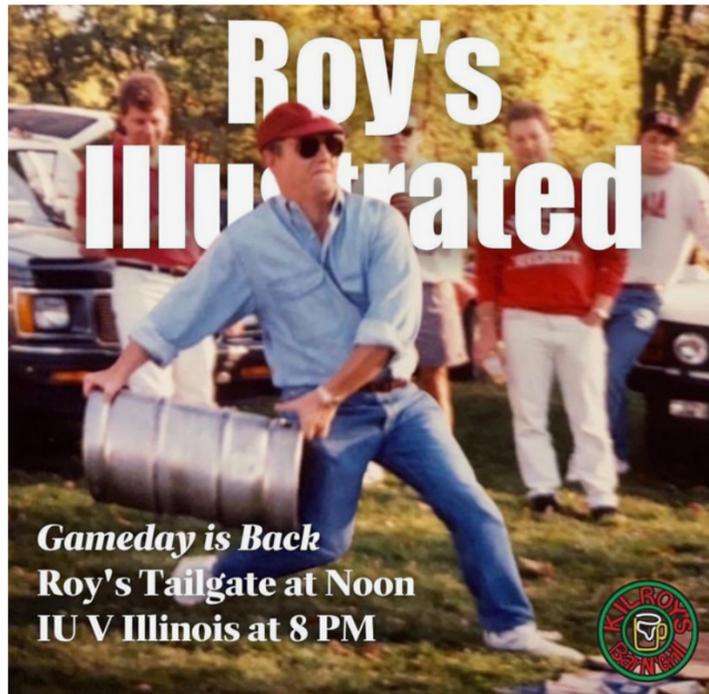


Behind the Screen

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

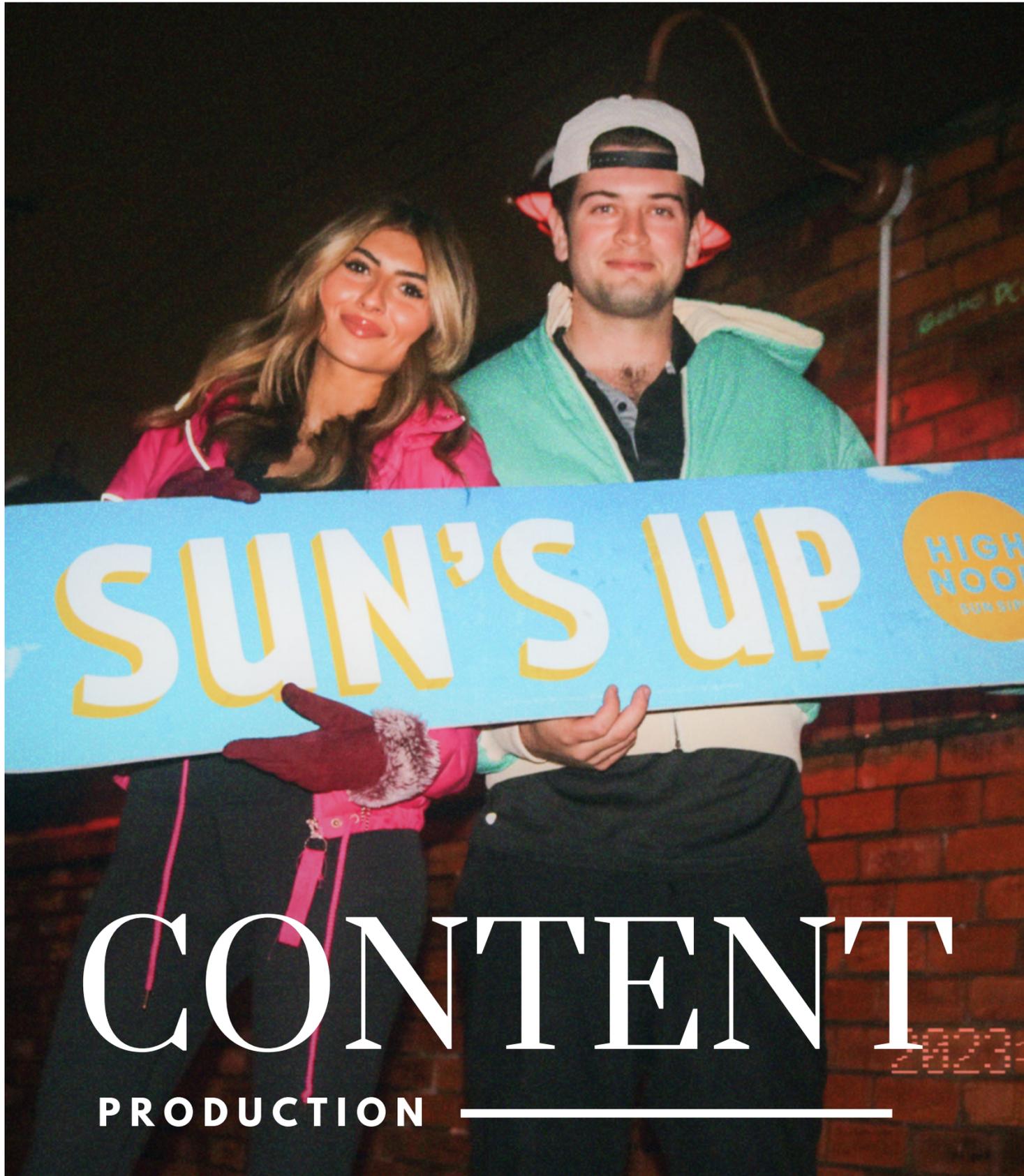
Publication

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.



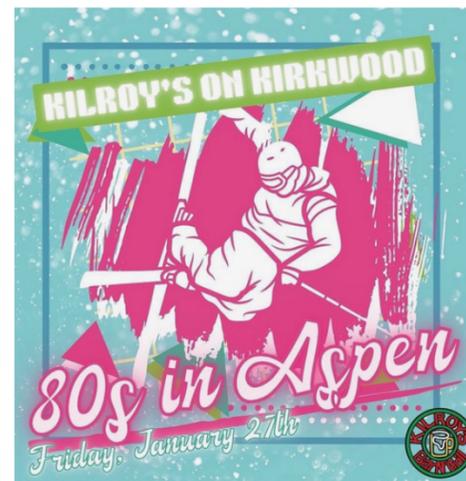
Eye-catching photos spark interest and conversations! Branded photoshoots in combination with shareable graphics are a winning formula for capturing attention and amplifying your brand's reach.

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.

IT'S NOT A BAR, IT'S A LIFESTYLE

KILROY'S

October 3 - October 8

HOMECOMING
 Alumni Set To Return To
 Bloomington For Week-Long
 Festivities | Students Prepare to
 Party

SUNDAY, MARCH 5TH KILROY'S ON KIRKWOOD

THE LAST DANCE

DOORS OPEN AT 2 PM | INDIANA V MICHIGAN TIPOFF AT 4:30 PM

LAST REGULAR SEASON GAME,
 WATCH PARTY
 HOSTED BY KILROY'S
 ON KIRKWOOD

KILROY'S ON KIRKWOOD PRESENTS

WATCH PARTY

** FIFA WORLD CUP QATAR 2022 **

USA VS IRAN

TUESDAY NOVEMBER 29

DOORS OPEN AT 1 PM
 KICKOFF AT 2 PM

GLOW BEYOND THE GRAVE

HALLOWEEN RAVE
 AT KILROY'S ON KIRKWOOD
 FRIDAY, OCTOBER 28
 9 PM

Ψ vs UNC

WATCH PARTY
 AT KILROY'S ON KIRKWOOD
 WEDNESDAY NOVEMBER 30 | 9:15 PM TIPOFF

KILROY'S PRESENTS...

A NIGHTMARE ON KIRKWOOD

HALLOWEEN KICKOFF
 TUESDAY, OCTOBER 25

DOORS OPEN AT 5 PM | COSTUME CONTEST AT 9 PM
 DJ AT 10 PM

KILROY'S ON KIRKWOOD PRESENTS

HOMECOMING BREAKFAST CLUB

SATURDAY, OCTOBER 8TH | DOORS OPEN @ 7 AM | FREE BREAKFAST | FREE T-SHIRT | IU V MICHIGAN KICKOFF @ 12 PM

LIL 5 calling

Snooze Yes!

slide to answer

Roy's Illustrated

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.

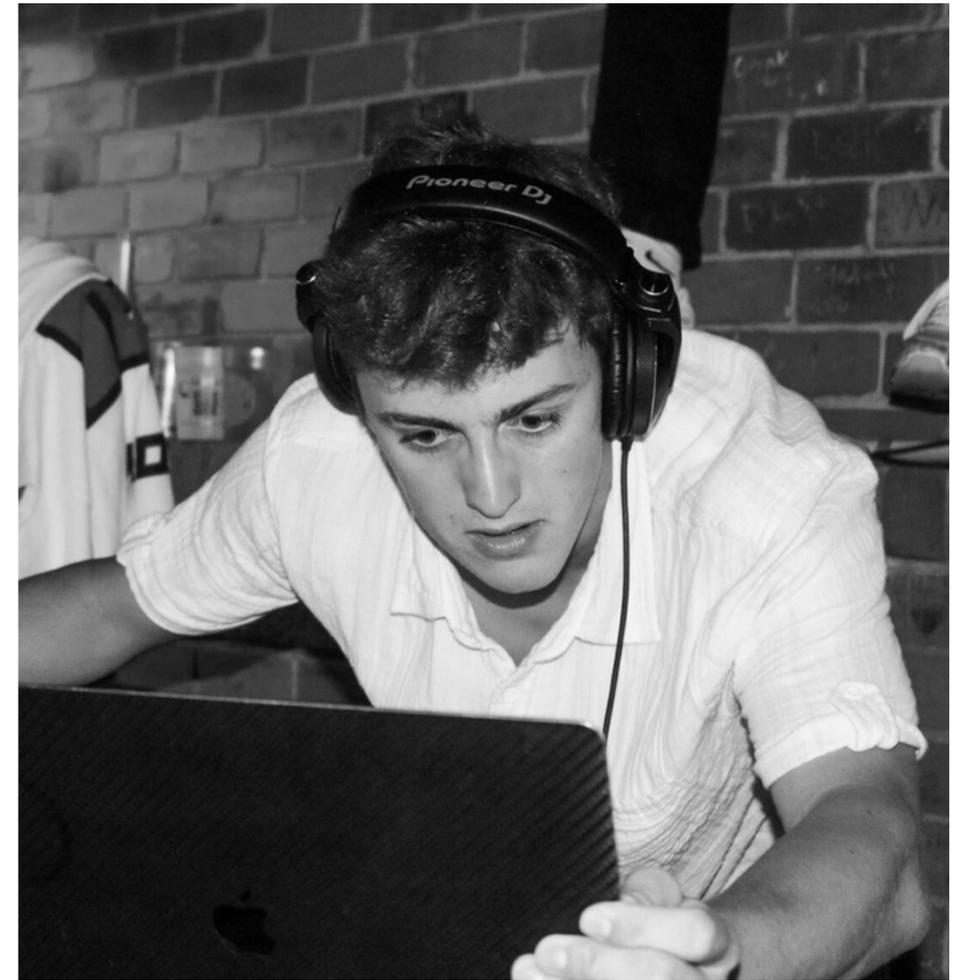
Read some of my writing samples [here](#).





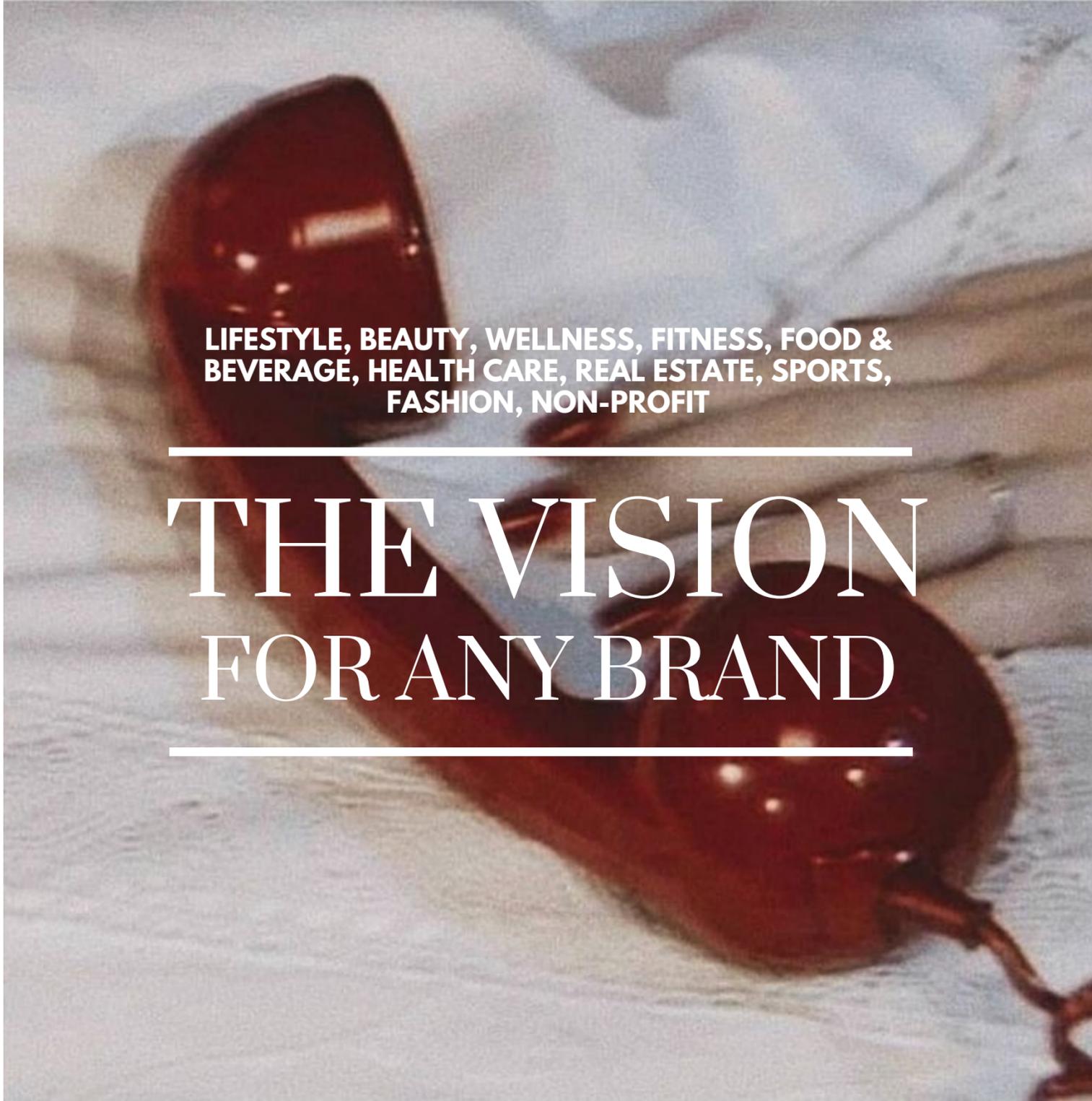
BEYOND THE STILLS





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

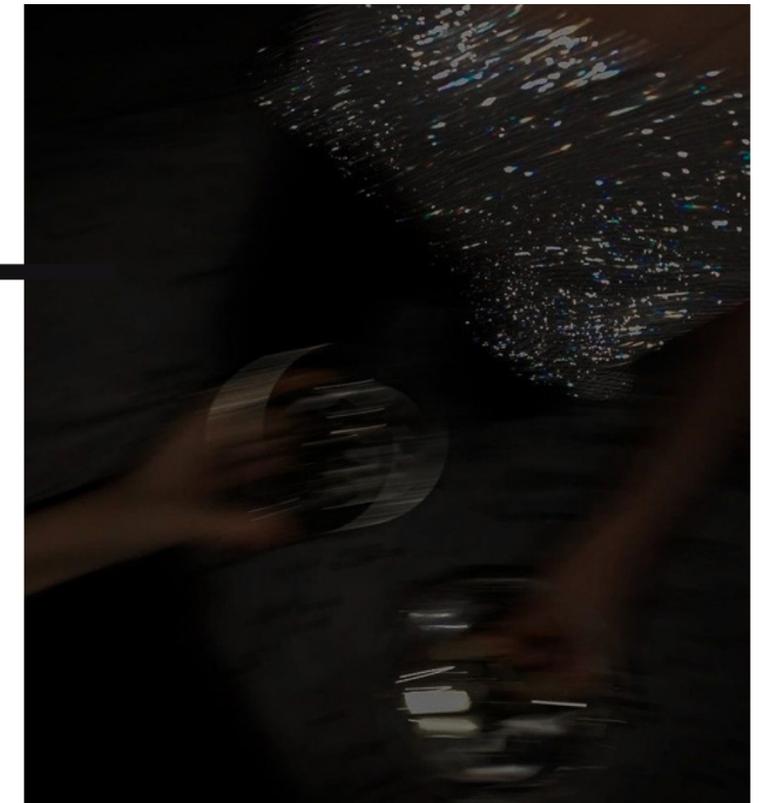


In

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.



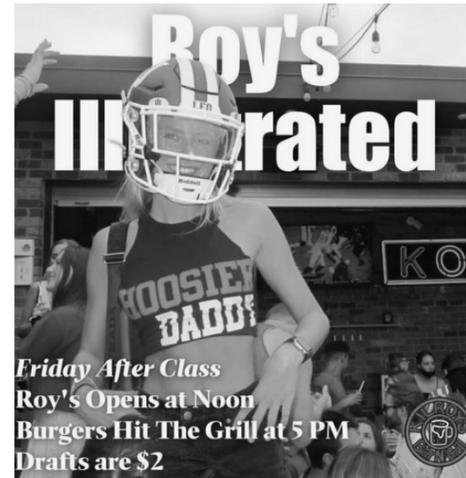
SPOTTING

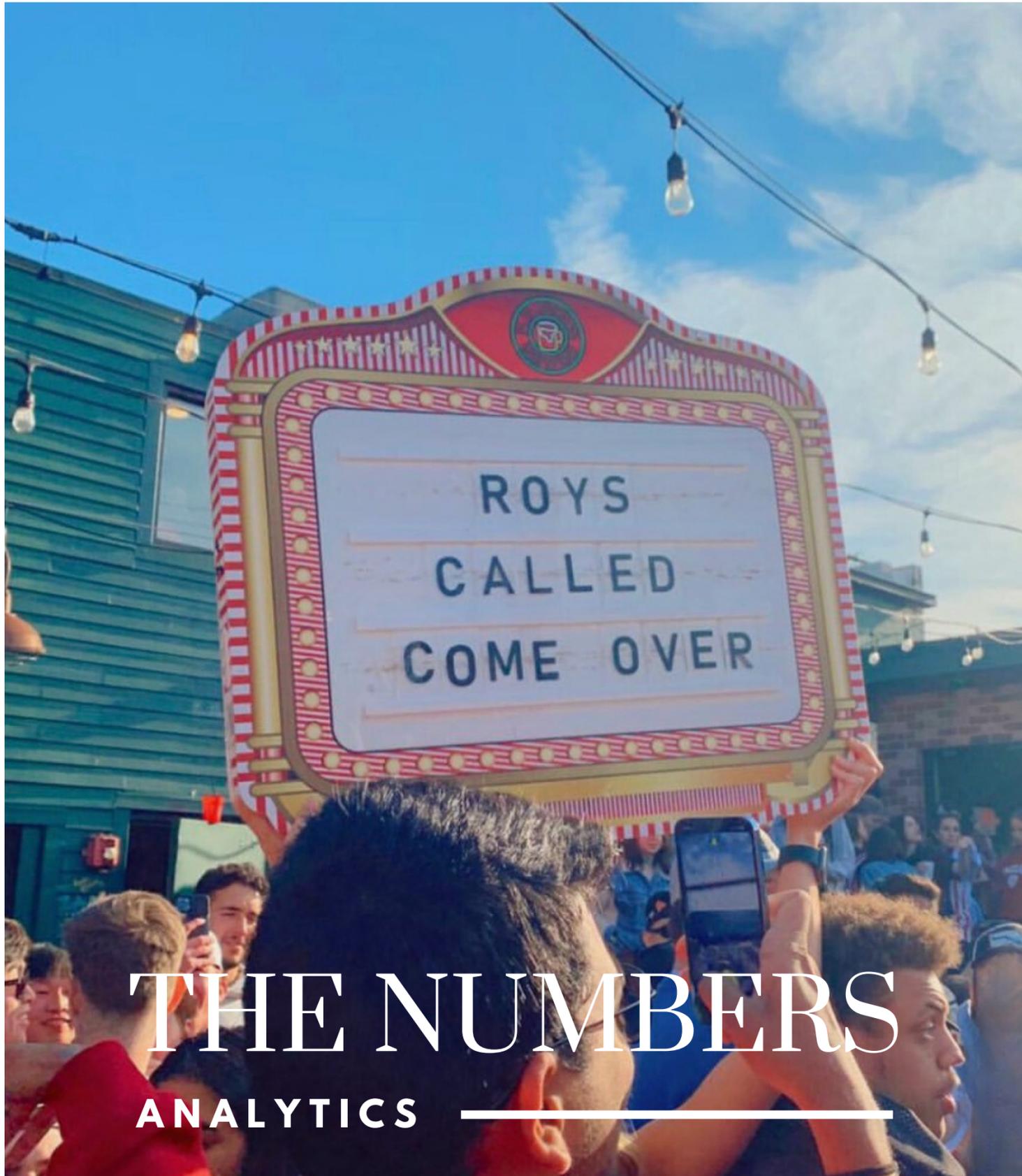


26.1K
FOLLOWERS

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.



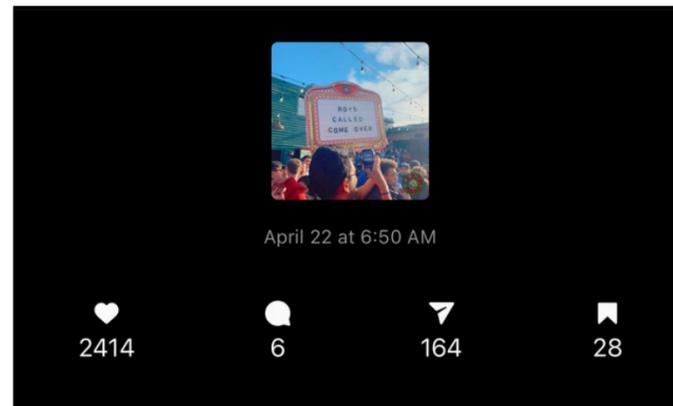


THE NUMBERS

ANALYTICS

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.



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 ⓘ

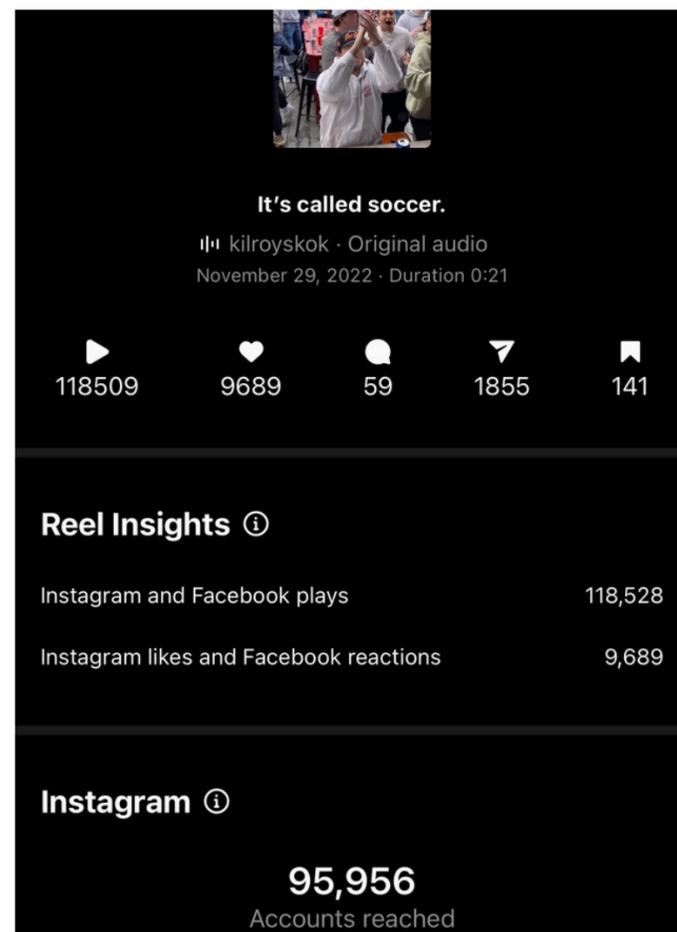
2,484

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

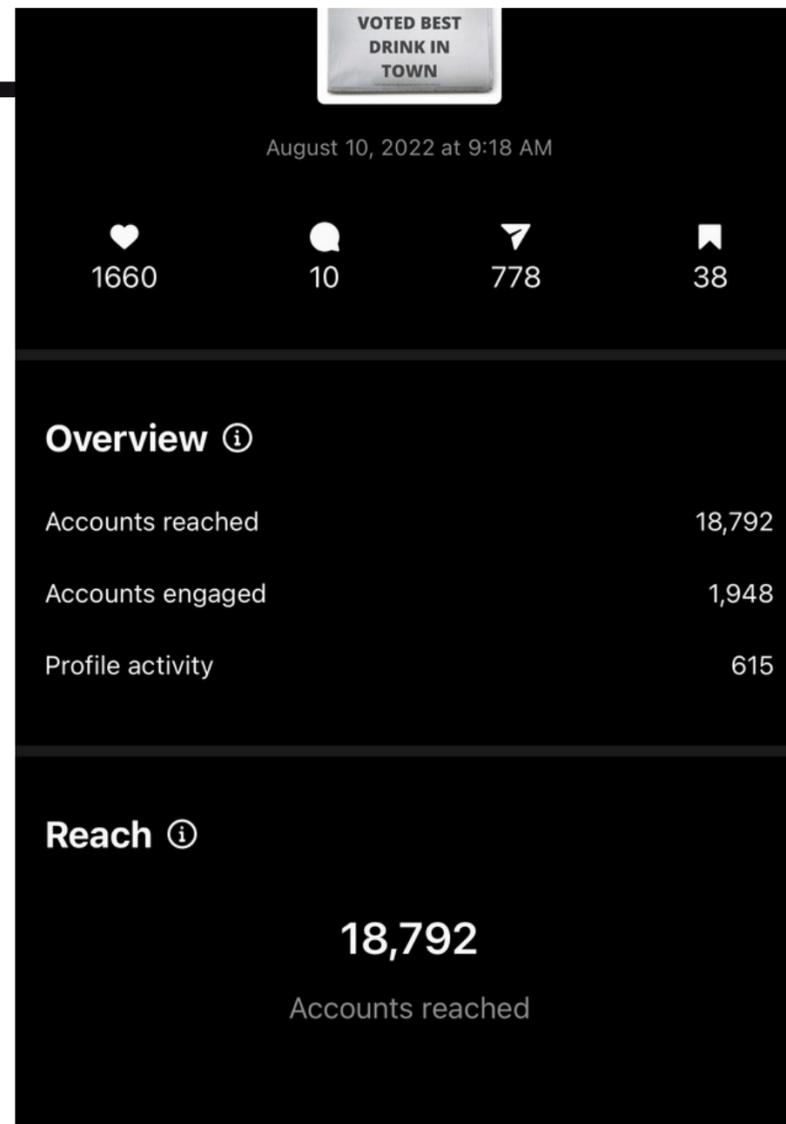
118509 9689 59 1855 141

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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