



JORDAN CRAVEN

CREATIVE + CONTENT

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PROFILE

I'm a branding and communications strategist with interest in content creation, UX design, communication management and corporate strategy.



EXPERIENCE

UX WRITER

RED VENTURES | JAN 2016 - PRESENT

- Content lead for our proprietary chatbot system where I ensure a UX-focused strategy.
- Acts as content liaison for all chatbot business partners, and edits all scripts before built.
- Works one-on-one with other copywriters to teach them UX writing best practices for scripting.
- Manages social media posts for international design and architectural lifestyle blog.

Associate Web Copywriter

Managed blog, crafted emails and wrote online copy for a Vermont-based supplement brand.

Wrote SEO-focused copy and created informational graphics for deregulated energy markets in North America.

COMMUNICATIONS SPECIALIST

BLUECROSS BLUESHIELD OF SC | OCT 2015 - JAN 2016

- Managed and edited online BlueChoice HealthPlan Medicaid website and intranet materials.
- Performed as a project lead for a sitemap redesign focused on customer experience.

BRAND CONTENT COORDINATOR

NEW MORNING FOUNDATION | JAN 2014 - AUG 2015

- Developed *Tell Them* brand across multiple platforms for the Associate Director of Online Communications.
- Created integrated multimedia content and ensured consistent branding.
- Oversaw Online Communications Intern.

Online Communications Graduate Assistant

Managed website and social media accounts.

Created graphics and videos for campaigns.

Managed volunteers and coordinated the People Before Politics campaign.

Public Relations Intern

Supported the Manager of Social Media and Online Mobilization through online data analyzation and campaign implementation.



EDUCATION

MASTER'S DEGREE, INTEGRATED COMMUNICATION

UNIVERSITY OF SOUTH CAROLINA | 2014 - 2016

GPA: 3.8

BACHELOR'S DEGREE, PUBLIC RELATIONS, STUDIO ART

UNIVERSITY OF SOUTH CAROLINA | 2010 - 2014

GPA: 3.5



SKILLS

- SEO and Google Analytics
- Social & email strategy
- HTML & web development
- UX Copywriting & editing
- Adobe Creative Cloud
- Corporate blogging
- Project management
- Photo & video editing
- Technical training
- Chatbot scripting