

JORDAN PELAVIN

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RELEVANT EXPERIENCE

Communications Manager, Keshet

Previously: Communications Associate

Boston, MA

August 2018- March 2021

Direct all social media for preeminent National LGBTQ Jewish non-profit. • Run Facebook, Twitter, and Instagram accounts • Design, format, test and send all public-facing email. • Analyze email open rates, click-through, and other data. • Create content for email, social media, speeches, and press releases. • Create and manage a content library for organizational use • Write, solicit, edit and manage blog posts. • Design graphics for social media, email, and website. • Manage complex website, including serving on the team responsible for our 2019 complete redesign. • Supervise communications interns. • Spearheaded transition to new email creation/management software.

Resident, Moishe House

Orange County Moishe House, Irvine CA

March 2017- August 2018

Planned, publicized, and ran a wide array of creative, social, and educational events for Jews in their 20s and 30s. • Designed materials including Instagram posts, newsletters, program fliers, and online advertising. • Responsible for creating, implementing, and budgeting for all programs. • Monitored analytics and revised content to be more effective. • Created partnerships with local community organizations. • Selected, from almost 400 residents around the world to serve as one of 16 members of the international council of Moishe House residents.

Director of Youth Engagement, Congregation Shir Ha-Ma'alot,

Irvine CA

August 2016- May 2017

Responsible for students in grades 2-12. • Supervised 80 high school teacher's aides, • Created and implemented training program for teacher's aides. • Drafted, designed, and distributed youth communication, including emails, Instagram, Facebook, and Snapchat. • Budgeted for all youth programming, including payroll for teacher's aids and youth group chaperones.

Freelance Graphic Designer

2014- Present

Designed and produced campaign materials, including “door hangers” and mailings for three successful candidates for Bowie (MD) City Council. • Created materials for Maryland State Senate Major Leader Douglas J.J. Peters (Prince George's County, MD). • Created social media and blog posts for URJ Crane Lake Camp.

Unit Head, URJ Crane Lake Camp

West Stockbridge MA

Summer 2015 and Summer 2016

Responsible for programming, activities, and health and safety for 60 campers • Supervised 25 staff members, including bunk counselors, specialists, and counselors-in-training. • Led staff development training and evaluation. • Organized trips out of camp for more than 150 people. • Served as a member of the Camp Leadership Team, overseeing all facets of camp life.

Program Director, URJ Kutz Camp

Warwick NY

Summer 2014

Responsible for programming, activities, and scheduling for the camp community • Supervised 2 staff members. • Led staff development training and evaluation. • Served as a member of the Camp Leadership Team, overseeing all facets of camp life. • Created calendar of all camp programming • Ran leadership development programming for campers and staff • Budgeted and organized needed materials for all programs

EDUCATION

Bowie State University

Bowie Maryland
2015-2016

B.A. • Dean's List. • Communications Major.
• Focus on digital communications and media.

COMMUNITY ACTIVITIES

Riverway Leadership Team- served on the Managing Board of young adult programming at Temple Israel, the largest synagogue in Boston • Helped create a calendar of programming that engages more than two thousand young adults. • Helped run several events each month.

Jamaica Plain Progressives- phone banking, canvassing, and helping to organize local political campaigns.

NARAL Massachusetts- phone banking, lobbying, and social media work.

Boston Area Rape Crisis Center- phone support and data entry.

Temple Israel of Boston – Sunday school teacher.

COMMUNICATIONS SKILLS

- Photography
- Social Media (Facebook, Twitter, Instagram, LinkedIn)
- Writing (journalism, fiction, speeches, copy)
- Adobe Photoshop, InDesign, Illustrator, and Lightroom
- Basic web design/ HTML knowledge
- Hootsuite / Scheduling platforms
- Google AdSense
- SEO Management and Implementation

PERSONAL MEDIA

JordanPelavin.com
Twitter.com/JordanPelavin
Facebook.com/JordanPelavin
Instagram.com/JordanPelavin
Flickr.com/JordanPelavin
Linkedin.com/in/JordanPelavin

GENERAL SKILLS

- Salesforce
- Analytics (social media, email, and website)
- Microsoft Office Suite
- WordPress