

# JORDAN PELAVIN

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## EXPERIENCE

### **Communications Manager, Keshet**

**Previously: Communications Associate**

Boston, MA  
August 2018- Present

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 library of content 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.

### **Administrator, Employer's Advantage Direct**

Orange County, California  
February 2018- August 2018

Provided high-level customer support for a leading insurance broker. • Helped create and manage a hiring and on-boarding process for an organization with more than 500 employees.

### **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, placing, and budgeting for all advertising. • 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.

## 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**- serve on Managing Board of young adult programming at Temple Israel of Boston. • Help create calendar of programming that engages more than two thousand young adults. • Maintain email lists and create engaging email content. • Prepare a wide array of social media content. • Help 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