

JORDAN PELAVIN

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RELEVANT EXPERIENCE

Communications Associate, DC Fiscal Policy Institute

Washington, DC
December 2024- Current

Lead DCFPI's online presence, including website, email, and social media platforms. • Provide regular and comprehensive analysis of DCFPI's digital analytics and opportunities to grow brand visibility. • Draft emails, blog posts, social copy, press statements, and other materials as needed. • Monitor budgetary and other relevant issues in mainstream and niche media outlets, identifying opportunities for DCFPI to engage, advance policy priorities, and raise visibility. • Collaborate with issue area experts to capture DCFPI's unique voice in all outward-facing materials and communications. • Audit website for SEO, and update pages for optimization • Photograph and video events including rallies, political testimony, educational forums, etc. • Create material for coalitions that DCFPI is a member of, focusing on specific issue areas and ideas.

Communications Associate, MAZON: A Jewish Response to Hunger

Washington, DC
June 2023- December 2024

Directed MAZON's online presence, including website and social media platforms. • Provided regular and comprehensive analysis of MAZON's digital engagement and opportunities to grow brand visibility. • Curated MAZON's story bank, media library (photos, videos, audio files, etc.), editorial calendars, and press tracking documents. • Drafted newsletter articles, talking points, speeches, opinion pieces, blog posts, and other materials as needed. • Monitored anti-hunger issues in mainstream and niche media outlets, identifying opportunities for MAZON to engage, advance policy priorities, and raise visibility. • Collaborated with various departments — Public Policy, Programs, and Community Engagement — to capture MAZON's unique voice in all outward-facing materials and communications.

Communications Manager, Keshet

Previously: Communications Associate

Boston, MA
August 2018- March 2021

Managed all social media for preeminent National LGBTQ Jewish non-profit. • Ran Facebook, Twitter, and Instagram accounts • Designed, formatted, tested, and sent all public-facing emails. • Analyzed email open rates, click-through rates, and other data. • Created content for email, social media, speeches, and press releases. • Created and managed a content library for organizational use • Wrote, solicited, edited and managed blog posts. • Designed graphics for social media, email, and website. • Manage a complex website, including serving on the team responsible for our 2019 complete redesign. • Supervised communications interns. • Spearheaded transition to new email creation/management software.

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 Majority Leader Douglas J.J. Peters (Prince George’s County, MD) and other politicians. • Created social media and blog posts for URJ Crane Lake Camp.

EDUCATION

Bowie State University

Bowie Maryland
2015-2016

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

COMMUNITY ACTIVITIES

Route 1 Mutual Aid - Maintain social media accounts for the local mutual aid group that distributes food to immigrants in our community affected by ICE actions; create social graphics, share photos, and encourage community involvement.

St. Michaels Community Center- Maintain and update website, create flyers and advertisements for community programs, create and send a regular email newsletter

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