

CONTACT

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heartofartist.biz

EDUCATION

2023-present

UNIVERSITY OF
BIRMINGHAM, U.K.

- Master of Character and Virtue Education

2019-2023

SAINT PAUL SEMINARY, MN

- Master of Arts in Theology

2015-2019

UNIVERSITY OF ST. THOMAS,
MN

- Bachelor of Arts in Strategic Communication
- Minor in Catholic Studies

SKILLS

- Multi Channel Marketing
- Marketing
- Team Collaboration
- Adobe Photoshop
- Google Suite
- Problem Solving
- Attention to Detail
- Website design
- Microsoft Office Suite
- Project Management
- Excellent Verbal and Written Communication
- Flexibility and Adaptability
- Timeliness

HAZEL JORDAN

MARKETING AND DESIGN PROFESSIONAL

St. Paul, MN

ABOUT ME

Multimedia creative crafting in-depth, compelling visuals and communications material to tell stories of mission-driven organizations.

WORK EXPERIENCE

Heart of an Artist

NOV 2019-PRESENT

Freelancer/Owner

- High quality photography for various clients and projects, from heavy metal band, newly ordained priests, to The Catholic Spirit newspaper
- Design visually compelling print and web graphics for various clients (Prenger Solutions Group, religious orders, Avila Institute)
- Design and sell over a hundred original art products on Redbubble

Catholic Rural Life

JAN 2024-PRESENT

Part-Time Communications Intern /Contractor

- Design social media graphics consistent with brand identity and current aesthetic trends
- Surpass weekly goal of 25% reach increase with daily Facebook and Instagram posts
- Cold call and attentively interview members for communications material and organizational research
- Compose thoughtful social media copy, integrating topics of theology and rural life
- Regularly evaluate and test effectiveness of social media marketing

The Sacra Doctrina Project

JAN 2024-PRESENT

Part-Time Executive Assistant/Contractor

- Manage a variety of administrative tasks for board members
- Assist members with payment of dues with detailed, timely responses
- Plan and execute event logistics of annual Sacra Doctrina Conference with board members

WORK EXPERIENCE

Saint Joseph's Catholic School, West St. Paul

Marketing and Enrollment Coordinator

MAR 2024-NOV 2024

- Provided attentive, timely communication to current/prospective families
- Designed bright, visually appealing content for social media to tell school's story
- Redesigned and updated 7-year-old website to be user friendly and visually exciting
- Managed and rightly prioritized projects with multiple deadlines in a timely manner
- Promoted school open houses through regular e-mail communication to families
- Collaborated with school and church employees to brainstorm marketing strategy and website redesign
- Increased Facebook followers from 1.3K to 1.4K in seven months

Saint Mary's University of Minnesota

APR 2023-MAR 2024

Assistant Program Director - Character and Virtue Education

- Introduced Canva to streamline and efficiently create designs
- Promoted program offerings over social media; established LinkedIn and Instagram pages
- Built relationships with restaurant vendors over events
- Updated program website regularly, troubleshoot and use problem-solving skills in designing site
- Resolved and investigate missing info in expense reports in timely manner

HAZEL JORDAN

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Dear St. Joseph Business Guild Member,

For over five years, I have taken the initiative in developing multimedia design skills in my own freelancing design business, and integrated those skills into a variety of communication roles in religious and higher education institutions for the last five years.

In my last full time position as the Marketing Enrollment Coordinator at St. Joseph's Catholic School, I boosted and elevated the institution's marketing materials: refreshed their seven year old website to be more brand consistent, user friendly, and eye catching; updated printed informational sheets to be concise and visually appealing; and created content across different social media channels. Overall, I crafted a consistent, professional voice and presence, a first for the school in several years, which led to an increase of reach and followers on social media.

Aside from design skills, I am well-versed in Catholic Theology, having received my Master's in Theology in 2023. My faith informs my work, and I am passionate about communicating truth, beauty, and goodness.

I look forward to communicating with you about how my experiences and skills can contribute to your organization/company's goals and mission.

Sincerely,

Hazel May Jordan