

Jordan Kolunie

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EDUCATION

Brooklyn College, New York | 2016-2020

B.S., Journalism and Media Studies, Minor: Television and Radio, Political Science

EXPERIENCE

Wolven Threads | New York, NY & Los Angeles, CA

Social Media and Influencer Coordinator

Nov 2022 – July 2023

- Developed and implemented social media strategies across multiple platforms, including creating and curating engaging content, scheduling posts, and monitoring analytics to optimize performance.
- Created compelling and informative copy for social media posts, ads, and campaigns, effectively promoting brand awareness and driving website traffic.
- Responsible for all community management including responding to comments, dms, and tags
- Managed interns on the marketing team
- Lead influencer program and collaborations to create authentic and impactful content, drive sales, and increase followers
- Lead, planned, and produced brand events and activations

Alex Mill | New York, NY

Marketing and Communications Coordinator

Sept 2021 – Nov 2022

- Managed social platforms daily including posting, responding to dms, comments and tags
- Built monthly social calendar to promote product and launches - strategy, messaging, and producing content
- Managed influencer program – made connections, provide direction, sent orders and maintain relationships
- Tracked and updated team weekly on social reach and engagement
- Coordinated with PR team to send press orders and samples

Dobbin St | Brooklyn, NY

Pre – Events Coordinator

Feb 2020 – Sept 2021

- Built informational decks and designs promotional materials to send to clients and press
- Guide clients through event planning, facilitating all vendor – client relationships
- Wrote, produced, and scheduled daily social media content across all platforms
- Built weekly newsletters and press releases for booked and potential clients

Social Media & Digital Marketing Intern

May 2019 – Feb 2020

- Developed and updated the Dobbin's St website daily
- Responsible for creating and launching Dobbin St's Blog and all published articles

Verayoga / Yo Bk | New York, NY

200 hr RYT & Inferno Hot Pilates Teacher

Aug 2020 – Present

- Build, plan and teach weekly classes

Rachael Ruddick | New York, NY

Digital Media Assistant

May 2019 – Aug 2019

- Sized and uploaded new product on website daily using Shopify
- Planned and assisted on various photo shoots

Broke Girl Magazine | New York, NY

Freelance Writer

Dec 2017 – July 2019

- Conducted research and interviews for articles focused on pop culture, fashion, and current events
- Pitched story ideas to editorial and writing teams

LOLA Production | New York, NY

Production Intern

Jan 2019 – May 2019

- Updated all social media platforms on a daily basis
- Organized and built current and past files for clients and shoots

Tarin Thomas | New York, NY

Intern

Jan 2018 – Jan. 2019

- Edited product shots, website, and produced creative marketing content for Instagram

Mode PR | New York, NY

Showroom Intern

May 2018 – Aug. 2018

- Researched influencers for events and PR initiatives

SKILLS

CMS, SEO, Copywriting, Social Media (Instagram, Twitter, TikTok, Pinterest, Facebook), Gorgias, Adobe (Audition, InDesign, Photoshop, Spark, Protocols, Illustrator) Mailchimp, Canva, Airtable, CRM, Google Analytics, Airtable, Microsoft Office, Google Suite, Figma