

JORDAN CHEPKE

Marketing & Development Professional

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SUMMARY

A driven, detail-oriented storyteller & fundraiser who thrives on connecting people to opportunities to make a powerful impact.

SPECIALIZATIONS

- Campaign & brand development
- Copywriting & editing
- Grant writing
- Website architecture & UX design
- HTML & markdown coding
- Social media marketing
- Press releases & media relations
- Ad writing
- Storyboard creation & script writing
- Blog writing, news writing & feature writing
- Email marketing
- Donor database management
- Event planning

Proficient In: Graphic design, video editing & photography.

TOOLS & SYSTEMS

FundraiseUp (donation platform), Little Green Light (donor database), Mailchimp, Wordpress (html), Statamic (markdown), Canva, Google Analytics, Later (social media), Final Cut Pro, Eventbrite, Shopify, Twitter, Facebook, Instagram, LinkedIn, Vimeo, Youtube, Notion, Slack.

CAREER SUMMARY

Marketing & Development Manager

Hello Neighbor, October 2019 – Present

Fundraising & Development

- Raised \$120,000 through year-end campaign, exceeding goal by 140%
- Launched 15 multifaceted fundraising campaigns resulting in over \$250,000 in individual donations (excluding general donations)
- Secured & stewarded partnerships with over 80 corporate sponsors, small businesses, churches & community partners
- Developed, branded & launched monthly giving program, growing monthly donors by 60 & increasing recurring annual revenue by 450%
- Lead donor stewardship from gift tracking to reporting to acknowledgment process; maintained database of over 6,000 donors
- Write & submit grant proposals & LOIs resulting in over \$30,000

Brand Development, Marketing & Design

- Lead writing & design for print & digital assets (impact reports, direct mail, brochures, blog, newsletters, ads, news releases & social posts)
- Interview English Language Learners, refugees & immigrants, translating sensitive issues into stories that preserve one's dignity
- Manage organization's website from maintenance & content updates to creating new landing pages to implementing widgets & design elements for increased UX; also designed & launched online store to support organization's social enterprise program

Event Planning

- Planned, coordinated & facilitated 3 in-person & virtual fundraising events, garnering in \$100,000 in revenue & over 750 attendees

Management

- Manage one full-time direct report, interns, office volunteers & Young Professionals Board of 22 members who meet monthly
- Oversee contractors (social media specialists, developers, designers, photographers, videographers) - managing budget & providing creative direction, project briefs, storyboards, video scripts & editing

Freelance Writer & Marketing Specialist

Self, May 2018 - January 2020

- Wrote & copyedited client websites, blogs, social & print materials
- Utilized creative problem-solving to produce client marketing plans & content strategy briefs
- Conducted SEO keyword research & optimized content to increase clients' digital presence
- Wrote effective grant proposals, identifying nonprofit funding needs
- Implemented social media strategy that resulted 587% increase in audience reach for key client

Content Marketer & Information Architect

Elliance Inc., August 2015 – August 2018

- Wrote & edited blogs, press releases, ads, web pages & brochures for clients
- Infused web content with SEO keywords to increase web traffic
- Created sitemaps & wireframes to restructure client websites
- Led client brand discovery interviews & strategy development

Missionary

The World Race, July 2014 – June 2015

- Worked across social, cultural & language barriers to further the missions of a diverse range of organizations
- Learned to adapt to unfamiliar circumstances & make the most of limited resources
- Practiced presenting to audiences in schools, prisons, churches, etc.
- Utilized storytelling to connect donors to needs on the field

Communications & Community Relations Intern

Nisource Inc., April – June 2014 | May - August 2013

- Restructured multiple websites through sitemap & wireframe creation
- Developed & presented content strategy briefs to executive team
- Designed layout for monthly newsletters & print brochures
- Wrote press releases, newsletter articles & customer letters

Editor-in-Chief

The Essay Magazine, November 2010 – May 2014

Previous positions: Writer, Copy Editor, Section Editor, Assistant Editor

- Conducted interviews, wrote & edited content
- Led staff meetings & story-pitching sessions; distributed writing & photo assignments
- Planned staff events & developed staff-recruiting initiatives
- Created editorial calendar, edited content, & published quarterly issues using WordPress

EDUCATION

E.W. Scripps School of Journalism, Ohio University

Bachelor of Science in Journalism, December 2013

- Focus in Strategic Communication
- Specializations in Sociology & Visual Communication

CERTIFICATIONS

- Shifting the Lens: Practical Applications of Trauma-Informed Care, facilitated by Allegheny County Department of Human Services | Awarded March 2021
- Mental Health First Aid, facilitated by Allegheny HealthChoices | Awarded September 2021

