

# Michael Jordan

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## PROFILE:

Content professional with 20 years of experience, and advanced competencies in digital and print journalism, copywriting, editorial and creative management, brand marketing experience and content curation across various industries. Noted for generating results through consistency, creativity, value-adding performance, and ability to meet challenging goals.

## PROFICIENCIES:

Content Marketing, Communications, Copywriting, Editing, Management, Social Media, Journalism

## EXPERIENCE:

### **Content Marketing Specialist, InterContinental Hotels Group; ATLANTA, GEORGIA – 2015-PRESENT**

- Curating all digital and print creative, web merchandising, e-statement, email and social media content for InterContinental Alliance Resorts The Venetian® and The Palazzo® Las Vegas, for the Americas region.
- Managing creation of landing pages for individual hotel properties and brand websites in the U.S., Canada and Mexico.
- Conceived and delivered creative for the first-ever brand campaign for new IHG brand EVEN Hotels
- Managing editorial calendar, freelance pitch approvals and content publication for EVEN™ Hotels wellness blog, Wellwellwell.com.
- Supporting all brands across IHG enterprise with content for paid, owned and earned channels, including social, email, paid media, IHG.com, billboards, affiliate marketing, mobile and print collateral
- Managing agency content contributions, freelance talent and copywriters to ensure adherence to IHG content marketing objectives, revenue goals and brand standards
- Creative concepting for new hotel brand EVEN Hotels first national digital advertising campaign
- Nominated as a member of the Americas Commercial Team, Digital, Loyalty & Partnerships (DLP) team, and Brands and Marketing Culture Club – a group of IHG Americas employees charged with team-building engagement activities to enhance communication, strengthen working relationships and drive success among affiliated DLP teams, via company-sponsored events, and opportunities for learning, development and collaboration

### **Global Content Curator, InterContinental Hotels & Resorts; ATLANTA, GEORGIA – 2014-2015**

- Managed global content submissions from more than 200 InterContinental Hotels & Resorts, approving content for display on individual property websites, and ensuring that all content (copy, images, video, rich media) meets brand standards
- Advised InterContinental properties on brand standard adherence, content strategy and best practices
- Served as point of contact between properties and corporate UX, content operations, web and tech teams for services
- Consulted with regional brand managers to update content on individual hotel and global InterContinental websites

### **Communications Manager, Collinson Media & Events; ATLANTA, GEORGIA – 2013-2014**

- Oversaw marketing efforts of four nationally distributed trade publications (print and online) and four annual conventions for meetings professionals and destination marketing organizations
- Wrote, edited and managed delivery of speeches delivered by company president at events around the country
- Collaborated with creative team to produce marketing collateral, sales sheets and publicity/media outreach communications including email, newsletters and press releases
- Represented company at events across the country as speaker, host, and event moderator
- Contributed news articles and sponsored content for Connect, Collaborate and Rejuvenate magazines

### **Senior Editor, SweetJack LLC / Cumulus Media; ATLANTA, GEORGIA – 2012-2013**

- Managed a 17-person staff of Editorial, Image, and Radio personnel
- Directed tone, style, structure and messaging of daily nationwide content at SweetJack.com
- Managed and contributed to a mass edit of over 900 Cumulus radio talent bios including Dr. Sanjay Gupta, Mark Levin, Carson Daly, Larry Kudlow, Mike Huckabee, and Don Imus.
- Managed development of social media strategies and engagement of 54,000 Facebook fans, 1,600 Twitter followers, and subscribers to Pinterest, Instagram, and YouTube channels, plus restructuring company blog (20,000 unique views per month)
- Managed a \$10k monthly freelance budget and external assignments
- Wrote, edited, and managed creation and delivery of copy for national commercials across nationwide Cumulus radio network

### **Senior City Editor, Thrillist.com; NEW YORK, NEW YORK, AND ATLANTA, GEORGIA – 2008-2012**

- Launched Atlanta edition; wrote/edited daily stories and grew local subscriber base from zero to 80,000 readers.
- Researched and fact-checked all information to ensure brand integrity and journalistic quality
- Managed freelance writers and photographers
- Shot hi-res digital photography for daily stories
- Coordinated and filmed weekly video footage to coordinate with one newly published story per week
- Managed social media audience built from 0 to over 7,000 fans for the Atlanta bureau
- Maintained mutually beneficial relationships with the City of Atlanta, public relations firms, local businesses, and media
- Planned, promoted and hosted successful sponsored/themed events at venues throughout Atlanta for Thrillist readers

### **ADDITIONAL POSITIONS:**

#### **Contracted Copywriter, Photographer, Freelance Journalist, Various; 1997-PRESENT**

Splash/One Clipboard, Thrillist Media Group, Fatherly.com, Let's Gather (Chick-Fil-A), NewsOne, Men's Book Atlanta, The Atlantan magazine, Upscale magazine, Blue Flame Marketing (Ciroc Vodka), Hothouse (Nike), etc.

#### **Managing Editor**

**GRIP Magazine; ATLANTA, GEORGIA – 2006**

#### **Editor-in-Chief**

**Cornetta Enterprises; NORCROSS, GEORGIA – 2005**

#### **Entertainment Reporter**

**The Huntsville Times; HUNTSVILLE, ALABAMA – 2002-2003**

#### **On-Air Personality and Promotions Assistant**

**WEUP-FM; HUNTSVILLE, ALABAMA – 2001**

#### **Marketing Assistant**

**ImageMil Film & Television; ATLANTA, GEORGIA – 2000**

#### **Marketing Assistant and Copywriter**

**LaFace/Arista Records; ATLANTA, GEORGIA – 1997-2001**

### **INTERNSHIPS:**

**CNN -- Special Projects; 2000**

**LaFace Records -- Publicity, Production; 1997**

**Silent Partner Productions/Silent Sound Studios -- Production, 1997**

**Radio One of Atlanta -- On-Air, Promotion, Sales; 1996**

**So So Def Recordings, Inc. -- A&R, 1996**

**EDUCATION:**

**Morehouse College, Atlanta, GA**

**English Major**

**ORGANIZATIONS:**

**Atlanta Press Club**

**National Association of Black Journalists**

**Atlanta Association of Black Journalists**

**National Urban League**

**DEKA**

**National Academy of Recording Arts & Sciences**

References, letters of recommendation and portfolio clips [available by request](#)