



31 | Canadian | He/Him

Jordan Flemming, MPR(c)

Marketing Communications Strategist

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WORK EXPERIENCE

Manager, Integrated Communications

2023-Present

University of Waterloo

Working in University Relations, I strategize and implement institutional communications for local and global reputation enhancement. I lead, mentor, and guide content creation, while supporting senior leaders and staff across campus.

- Produce various articles and reports
- Maintain multiple high-traffic web properties

Digital Marketing Manager

2017-2023

Western University

In the department of WORLDiscoveries, I offered marketing communications advice and support to commercialization professionals. I managed marketing activities to boost technology transfer and outreach efforts for the University and its partners.

- Managed web properties and social media channels
- Oversaw all department communications and marketing

Web Developer

2018-2021

Western University

Working in Advancement Operations and collaborating with Alumni Relations, Development and Western Communications, I facilitated the deployment of various web based communication activities and projects focused on the growth of the University.

- Built and managed multiple high profile web properties
- Designed all email communications for the University

EDUCATION

MA, Public Relations

Mount Saint Vincent University
2021-2024

BA, Communication Studies

Athabasca University
2015-2020

DIP, Web Development

Durham College
2010-2012

EXPERTISE

Professional Skills

- Project Management
- Communications Planning
- Marketing Strategy
- Digital Marketing
- Design

Technical Skills

- Adobe Creative Cloud
- Video Editing
- Photography
- HTML, CSS, JavaScript, PHP
- Microsoft Office

AWARDS

Top Student Award

Athabasca University
2020

Dean's List

Athabasca University
2015-2020

REFERENCES

Available upon request.