

JORDAN HEIDEN

CONTACT

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EDUCATION

Hofstra University
May 2017

*Public Relations B.A., Cum Laude,
Dean's List 2013 -2017, GPA 3.8*

CERTIFICATIONS

Climate Leader, Climate Reality
Project | Policy Camp Leader,
Citizens' Climate Lobby | Citizen
Pruner, Trees NY

BLOG POSTS

"Climate Change Impacts &
Solutions: Ocean Acidification in
New York City"

"Trash Talking the Gowanus Canal,
One of America's Most Polluted
Waterways"

"Ditching Meat? Here's What You
Can Expect"

"Diving Into National Geographic's
Encounter: Ocean Odyssey"

"A Scientific Guide to Shrinking
Your Carbon Footprint"

SKILLS & PROGRAMS

Graphic Design
Adobe Photoshop, InDesign

Video Production
Premiere Pro, Avid, Audacity, DSLR

Database Management
*Salesforce, Vertical Response, Donor
Direct*

Social Media
*Facebook, Twitter, Instagram,
YouTube, LinkedIn, TikTok*

Other
Microsoft Office, Basic HTML, Zoom

WORK EXPERIENCE

Gowanus Canal Conservancy | Engagement Manager

September 2018 - Present

- Generates content for social media, digital newsletters, promotional materials, and reports, including the Gowanus Field Guide and Annual Report
- Develops collaborative partnerships with local community stakeholders
- Assists with event planning and production for Gowanus Spring Gala, Annual Meeting, and Gowanus Blue Schools Design Challenge
- Provides verbal and written testimony at community and City Council hearings
- Conducts K-12 program planning, implementation, and evaluation for the Community Science and Urban Ecology educational programs

amfAR, Foundation for AIDS Research | Philanthropy Coordinator

June 2017 - September 2018

- Spearheaded the 2017 year-end appeal generating \$170,000
- Facilitated and executed major donor events, including The ACT UP Portraits, Meet the Scientists, The Fabulous Fund Fair, and New York Gala
- Produced print and digital in-house major gift and direct response appeals
- Served as direct line of contact for all donors via mail, phone, and web
- Edited and revised research grant proposals

Doctors Without Borders | Marketing Intern

January - May 2017

- Assisted with the strategy and execution of donor marketing materials
- Drafted and edited donor package creative pieces
- Assisted donors through mail, phone, and web

Viacom Inc. (VH1 + LogoTV) | Press Coordinator

September 2015 - August 2016

- Facilitated talent press days for upcoming show releases
- Drafted press releases, media alerts, pitches, and social media posts
- Assisted in preparation and production for film, TV, and performance events
- Developed talent travel schedules and completed expense reports
- Generated press and media content for VH1 website
- Supported multiple interns throughout their terms

VOLUNTEER EXPERIENCE

National Geographic | Event Volunteer

October 2016 - May 2017

- Orchestrated student screenings of "Before the Flood" and "LA 92"
- Designed and distributed all online and print promotional collateral
- Coordinated and hosted a student panel and Q&A session after each film

Hofstra Presidential Debate 2016 | Communications Volunteer

September 2016

- Generated content for Facebook, Twitter, Instagram, and Snapchat
- Served as interview spokesperson for NBC, ABC, AP, NY1, and Pix11
- Coordinated interviews and misc. liaison tasks for ABC reporter
- Conducted student interviews for photographer/videographer
- Led high school students on tours around campus to various events