

# Alexa Juanita Jordan

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## **Education**

*Vassar College*  
Bachelor of Arts, Drama

*London Academy of Musical and Dramatic Arts*  
Classical Acting Diploma

## **Marketing Experience**

*Marketing Consultant, Freelance (February 2022 – Present)*

- Creative Portfolio detailing extensive copywriting and design experience available at alexajuanitajordan.com/creative-portfolio
- CultureHub, January – July 2022
- Admit NY, March 2022 – Present

## **Arts Administration Experience**

*Associate Producer and Outreach Coordinator of 'turning your body into a compass', a web story (Spring 2019)*

- Coordinated the distribution of advanced press kit create social media content, for promotion of the event, and assisted with copy
- Liaised with partner organizations and creative team on a daily basis, to maintain the distribution of pertinent information
- Responsible for supervising our production assistant
- Wrote a story, published on 'The Light Leaks', an editorial website, to promote the web story
- Organized, wrote copy and moderated Live Chat, directly following the livestream performance of *turning your body into a compass*, which included a conversation between our writer, the Chief Advocacy Officer of RAICES Texas, and President of Rights Action.

*Producer of 'Fine', an original full-length drama (July - November 2018)*

- Produced (and performed in) my original play *Fine*, about a therapist and her patients, at The Wild Project.
- Hired director, stage manager production assistant, and eleven actors
- Organized and managed production budget, booked all rehearsal spaces, designed program and other promotional material
- Oversaw coordination of all rehearsal schedules and production deadlines

## **Development Experience**

*Executive Director, Juanita James Memorial Scholarship Foundation (2021 – Present)*

- Previously Administrative Assistant and Fundraiser
- Appointed Board Member 2017
- "The Juanita James Memorial Scholarship Foundation provides scholarships and mentoring to college students from Bronx housing projects, in memory of my late grandmother, Juanita James.
- Responsible for all social media copy and donor correspondence (email copy, donor acknowledgment, etc.)

*Part Time Development Associate and Social Media Coordinator, The Mustique Charitable Foundation (August 2018 - May 2021)*

- Designed and built an interactive google map detailing the foundation's impact in St. Vincent and The Grenadines
  - Drafted copy and graphic design within google suite.
- Drafted acknowledgement letters and designed and updated copy for acknowledgement letter templates.
- Social media copy for Facebook and Instagram pages
  - Created Instagram page in Winter 2020
  - Significantly grew viewership on both social media pages.
- Provided general administrative support and coordinated on special projects with President
  - Played a key role in assisting at annual galas for supporters –created and set up visual display boards; greeted and checked in guests; collected donations; generally helped ensure that everything ran smoothly.

*Temporary Revenue Assistant, Weill Cornell Medical College (December 2018 - January 2019)*

- Assisted in pre and post gift processing tasks (sorting mail, endorsing checks, running credit cards, reviewing batch reports)
- Responsible for the preparation of interoffice mail between the Finance and Development office
- Assisted in the management of two donor database systems

## **Education Experience**

*Program Director, Tutor Associates (September 2020 – July 2021)*

- Met with incoming students, and their families, in order to inventory study habits, learning preferences, and academic and test prep experience, before mapping out a tutoring plan.
- Coordinated with tutors to launch new programs (coordinated schedules, set score goals, managed expectations.)

- Collaborated on marketing projects such as client newsletters, and other client-related projects and tasks. (Sample copy including an online quiz and blog post available in portfolio here [alexajuanitajordan.com/creative-portfolio](http://alexajuanitajordan.com/creative-portfolio).)
  - Wrote all copy for extensive school welcome packets for families, detailing helpful information that our tutors have gathered from their various students. Synthesized, edited, and structured information.

*Associate Fourth Grade Teacher, The Brearley School (January - June 2020)*

- Responsible for simultaneously assisting the entire fourth grade, broken down into three respective homerooms consisting of 17 students each (51 total) and 3 head teachers. Stepped in for head teacher as needed to teach lessons, wrote copy for homework assignments and lesson plans etc.
- Co-directed thirty-minute plays for three respective homerooms
  - edited scripts and assigned roles
  - coached the girls through introductory acting principles and created exercises to help them memorize their lines and develop their characters.
  - led daily rehearsals simultaneously for up to two productions at a time
- Supervised students in Play and Crafts after school group, with students ranging from kindergarten – fourth Grade.
- Present to help with any and all tasks as needed
- Modified job responsibilities in virtual classroom included independently teaching English, History, Writing, Grammar and Spelling to 6 rotating groups of 8-9 students, as well as leading a daily 'study hall' where students would drop in to ask questions about assignments or work on assignments independently.

*Writing Tutor*

- Gooroo (April – September 2020)
  - Created a customized pre-college tutoring program for an incoming international student, focusing largely on essay writing, networking, and public speaking.
- Vassar College Writing Center (Fall 2014 - Spring 2017)
  - Consulted students at various stages of the writing process—from generating a thesis and structuring an argument to fine-tuning a draft.
- Warrior Scholar Project (Winter 2015.)
  - Consulted veterans, seeking college admission, with writing assignments in a week-long intensive course

**Honors & Affiliations**

Board of Directors, Juanita James Memorial Scholarship Foundation

Board of Directors, CultureHub

Member, Dramatists Guild of America

Spring 2018 New York Times Theater Review for *There's Blood at the Wedding*

2017 Recipient of the Marilyn Swartz Seven Playwriting Award at Vassar College

\*Theater specific resumes (detailing performance and playwriting experience respectively) available upon request.