


# Carson Jordan

An account manager with a background in creative strategy, copywriting, and psychology.

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## Education

B.S. in Psychology  
Florida State University

## Certifications and Training

### Product Suites:

Google, Adobe, Microsoft

### Project Management:

Asana, Miro

### Data Collection:

REDCap, Qualtrics

### Data Analysis:

SPSS, R, Jamovi, JASP

### SEO:

Moz, Screaming Frog,  
SEMRush

### Web Analytics:

Google Analytics  
Certification

## Affiliations and Partnerships



## Experience

*Research + Communications Consultant* 2021-2022  
**Behavioral Wellness Clinic (BWC)**

Responsible for consulting with clinicians on research-based approaches to treatment, facilitating clinician-client relations, and managing external communication for the clinic at large. Additional activities include:

- Manage project timelines, team members, and all communication material development (including print materials, infographics, conference materials, and digital assets)
- Advocating for mental health legislation and insurance coverage at state and national level
- Represent the clinic at state capital events; meet with legislators to discuss mental health policies

*Content Strategist + Research Consultant* 2022  
**National Alliance on Mental Illness (NAMI)**

Project-based contract for strategy and copywriting of: evidence-based psychological consulting, creation of a legislator-specific presentation, copywriting for blogs highlighting mental health information.

*Communication Consultant + Content Strategist* 2022  
**Kentucky Eating Disorder Council (KEDC)**

Contract for brand audit and refresh as part of an initiative to update brand identity and public-facing communications to coincide with a larger push towards psychological accuracy and clarity in communal resources.

*Project Coordinator + Copywriter* 2017-2021  
**Risk for Anxiety and Depression (RAD) & Patrick Clinical Neuroscience Lab**

Responsibilities between labs; conducting, organizing, and communicating psychological research efforts for large DoD, NIH, and Google LLC-funded projects, and facilitated relationships between sponsors and collaborators. Additional activities include:

- Manage timelines, finances, data, research writing, and external and internal communications
- Facilitate team member hiring, training and mentorship
- Orchestrated department-wide collaborations on data-driven projects and manuscripts

*Content Strategist + Copywriter* 2016-2019  
**Lucky Goat Coffee Co.**

Strategic lead for a large, multi-site café and coffee distribution company prioritizing a singular brand voice, tone, and communications strategy. Responsibilities included:

- Development of brand guidelines
- Strategic planning, creation, and oversight of regularly scheduled newsletters, blogs, social content, web copy, internal correspondence, café literature, and more