

Jordan Nightingale

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Marketing and communications leader with 12+ years of experience, including 5 years directly managing teams, across public media, higher education, and health research. Specializes in the operational side of digital marketing and data reporting: building the workflows, culture, SOPs, and procedural documentation that turn strategy into practice. A career-long throughline of storytelling and communication that builds community trust and connection, work I'm looking to continue in service of local communities through information sharing and storytelling.

SKILLS

- Analytics & reporting: Google Analytics (GA4), Looker Studio, Google Tag Manager, Domo, Qualtrics, Excel
- Paid media & advertising: Google Ads, Google Ad Manager, Meta Ads Manager, LinkedIn Advertising, YouTube Ads
- CRM & marketing automation: Salesforce, HubSpot, Mailchimp, Iterable
- Project & workflow management: Asana, Teamwork (superuser), Airtable, Slack, SharePoint
- Social media strategy & management: Sprout Social, Meta, LinkedIn, TikTok, X, Reddit, Snapchat
- SEO, AI & search optimization: SEMrush, SEO/GEO/AIO, ChatGPT, Claude
- Creative production: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Audition), Canva, CapCut
- Web & CMS: WordPress, HTML/CSS, Grove, Curate, Media Manager

PROFESSIONAL EXPERIENCE

Detroit PBS

Oct 2025 – Present

Manager, Multiplatform Marketing | Detroit, MI

Manage multiplatform marketing execution and paid media strategy for Detroit PBS and 90.9 WRCJ, leading data governance, reporting, and executive communications work across broadcast, digital, social, and on-demand platforms to grow audience and support membership goals.

- Direct cross-platform campaign strategy for local and national programming; write marketing briefs and manage cross-departmental timelines
- Serve as data analytics lead, building the organization's first data governance and reporting standardization framework across two phases: phase one, underway, standardizes performance metrics and organizational KPIs through org-wide data literacy, culture building, reporting infrastructure, workspace design, team training, workflow, strategy, and a data request checklist; phase two, now in active planning, will extend that framework to reach and demographic data
- Lead our weekly external-facing executive emails for four members of our executive leadership team, including the CEO; completely redesigned the format and workflow with project leads to make it more strategic and trackable
- Lead paid media end to end, strategy, workflow, messaging, and execution, through targeting, budget, and reporting guided by SEM and AIO best practices to improve ROI and audience sentiment toward our brand, working in tandem with organic campaigns across Meta, LinkedIn, YouTube, and Google
- Provide strategic and content creation support for MPM Studios, a Detroit-rooted short-form video initiative, and organic social media strategy
- Run monthly caregiving operations meetings and pitched an original caregiving podcast pilot to the Vice President of Content; partner across Programming, Membership, Content, and Education teams as Teamwork superuser

WKAR Public Media at Michigan State University

Feb 2023 – Jun 2025

Director of Digital Engagement | East Lansing, MI

Sole digital strategist responsible for transforming WKAR's approach to digital content, marketing, and engagement across platforms.

- Directed integrated campaigns across email, paid media, content, SEO, and advertising; grew audiences from 2023–2025 with +791 Facebook followers (+7.9%) and +1,062 Instagram followers (+50%)

- Expanded WKAR's YouTube presence, adding +620 subscribers (+21.8%) and increasing monthly views to 6.7K; launched WKAR News and WKAR Family (817 subscribers, 3.9K+ monthly views) and brought channels under the PBS umbrella for compliance and monetization
- Launched The Mid in 2023, WKAR's weekly newsletter, growing subscribers through cross-channel promotion and generating 1,200+ clicks during the 2025 Value Campaign while supporting fundraising drives
- Trained content teams and student interns on digital creation, analytics, and tools; authored a station-wide Guide to Digital Engagement
- Managed digital assets including web pages, microsites, paid social, and livestreams; led cross-platform collaborations with PBS, PBS Kids, and NPR
- Analyzed performance using GA4, Google Ad Manager, Looker Studio, and Sprout Social; represented WKAR nationally at NETA and the PBS Annual Meeting

Top Candidate Consulting

Sep 2022 – Sep 2024

Owner & Consultant, Self-Employed | Remote

Founded an independent career consulting practice providing resume writing, interview preparation, and career strategy coaching, building on pro bono coaching work started in 2015.

- Advised clients ranging from high school and graduate students to executives on resume writing, interview strategy, and career positioning across marketing, healthcare, education, finance, law, and government sectors
- Built service packages and client acquisition strategy, growing the practice from informal pro bono coaching into a structured consulting business through referrals
- Served 34 clients, every one hired within two months of working together, earning a 5-star rating across all Thumbtack and Google Business reviews

Michigan Language Assessment

Apr 2021 – Feb 2023

Marketing and Communications Manager | Ann Arbor, MI

Led international marketing strategy and communications for global English language assessments, serving B2B and B2C audiences across North America and Latin America.

- Partnered with the Marketing Director on annual departmental plans and day-to-day execution, upholding brand standards and B2B/B2C communications across North America and Latin America
- Developed SEO-friendly content and managed a dedicated e-newsletter, plus market research to target customers in Latin America, the United States, and Canada
- Built a KPI dashboard for board reporting, manually tracking and analyzing metrics, particularly for social media campaigns
- Managed the departmental budget, event coordination, conference support, and press relations, partnering with Cambridge University Press & Assessment
- Led an international team of four, including a Marketing Assistant, Marketing Associate, Communications Specialist, and contract agency in Mexico, setting goals, mentoring, and conducting performance reviews

Michigan Institute for Clinical & Health Research

Sep 2019 – Apr 2021

Communication Manager for Community Engagement | Ann Arbor, MI

Led communication strategy for MICHR's community-engaged research programs, focusing on outreach to underrepresented populations and public health equity.

- Designed, launched, and grew CE Bridges, a monthly e-newsletter; led dissemination strategy across internal and external CE partnerships, with a focus on underrepresented populations amid COVID-19
- Consulted community-academic study teams on dissemination strategies for community-engaged research (CEnR) projects
- Collaborated with MICHR's Design & Innovation Core to build a virtual CEnR platform, from stakeholder interviews through content development
- Planned and supported CE events statewide, including the annual Building Bridges, Breaking Barriers retreat, workshops, and webinars; produced press releases, newsletters, and executive communications for CE stakeholders
- Authored CE's section of MICHR's NIH/NCATS CTSA grant renewal and helped establish the team's editorial style guide as copy editor

University of Michigan Law School

Aug 2016 – Sep 2019

Marketing Coordinator-Development | Ann Arbor, MI

Served as the primary communications liaison for the Office of Development and Alumni Relations, producing content and campaigns to engage donors and alumni.

- Served as primary marketing and communications liaison to the Office of Development and Alumni Relations, partnering with the assistant dean of development to lead implementation
- Wrote profiles, reported events, and produced photography for the website, alumni magazine, impact report, and e-newsletter; interviewed alumni, faculty, and students for fundraising-focused assets
- Managed project timelines for the Annual Impact Report and the Law Quadrangle's Impact/Giving section
- Maintained official social media channels and media relationships with Detroit Legal News, and upheld the Law School's brand and style guide as copy editor

University of Michigan Credit Union

Nov 2015 – Aug 2016

Media Coordinator | Ann Arbor, MI

Served as the lead writer and content strategist for the Marketing Department, supporting digital campaigns and institutional branding.

- Served as sole copywriter and editor for the Marketing Department, producing press releases, executive correspondence, and materials for every promotional campaign
- Used analytics to shape social media strategy, and co-led an institution-wide rebranding effort and website redesign
- Partnered with Human Resources on events and co-led the Social Media Ambassadors Program and #UMCUlife initiative

PROFESSIONAL DEVELOPMENT

Darden Core for Public Media — University of Virginia, Darden School of Business

May 2026 – Aug 2026

Selected as 1 of 75 station participants system-wide (nominated by station leadership) for this competitive 13-week leadership development course, featuring live lectures, assignments, and office hours with UVA professors and public media leaders across the United States, covering strategic communication and critical leadership skills.

COMMUNITY & CREATIVE PROJECTS

Taking Care Podcast — Producer & Host, Independent Project

Jul 2025 – Present

Independent caregiving-focused podcast produced and edited in Adobe Audition. Pitched and accepted into upcoming programming by the Senior Director of Content at WKAR Public Media and the Senior Vice President of Content at Detroit PBS; the WKAR slot was paused amid federal funding cuts, and Detroit PBS is now growing the podcast this fall as part of its caregiving initiative.

EDUCATION

Michigan State University

East Lansing, MI

B.A., Professional Writing, Editing and Publishing

2015

B.A., English

2015