

RAVEN JORDAN

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PROFESSIONAL SUMMARY

Writer with 5 years' experience in digital, print, and nonprofit journalism. In that time, more than 140 articles published in magazines, blogs, newspapers, and morning broadcasts. Managed small teams of writers on social media strategy and analytics.

EXPERIENCE

Generative AI Writing Auditor

Contracted to Scale AI, Irving, TX | Sept 2023 – Present

- Create detailed rubrics guiding AI chatbot responses on various criteria
- Create original and challenging prompts for AI models to engage with
- Research and review factuality of chatbot responses on topics including literature and history
- Label sensitive and violative data output of AI models and chatbots

Digital Editor, Journalist

Advocate Media, Dallas, TX | Oct 2021 – Sept 2023

- Manage 30 social media posts/week and moderation for all 5 Advocate Media publications (Lakewood, Lake Highlands, Oak Cliff, Preston Hollow, Plano)
- Write 2-3 daily blog posts on topics including entertainment, arts, dining, crime, and education
- Write 1-3 monthly feature-length magazine stories on dining, local talent, and nonprofits
- Organize meetings to discuss social media strategy and well-performing posts via analytics

Freelance Journalist

Dallas Weekly, Dallas, TX | Nov 2022 – Jul 2023

- Write 1-2 stories weekly on topics including entertainment, education, nonprofits, and celebrities
- Photography for profiles, fundraiser benefits, galas, and MLK, Jr. Day parade
- Interviews with high-profile figures, i.e. Big Daddy Kane and DeMarcus Lawrence
- Pitch story suggestions and provide story updates during weekly editorial meeting

Digital News Intern, Emma Bowen Fellow

KSAT-12, San Antonio, TX | Jun 2021 – Aug 2021

- Curate and manage social media posts and accounts for San Antonio's #1 news station
- Write 50 stories within three months gaining nearly 1 million total page views
- Pitch story ideas on entertainment, social media trends, and local politics at editorial meetings

Chamber Newsletter Writer

DFW Network Chamber, Dallas, TX | Nov 2023 – Present

- Write monthly newsletters recapping events and partnerships, calendar of upcoming events through Mailchimp sent to 100+ members.

EDUCATION

University of North Texas - Denton, TX

BA Digital and Print Journalism | Aug 2019 – Aug 2021

SKILLS

- Microsoft Office Suite, Google Suite, Wordpress, InDesign, Editing, Copywriting, Social News Desk, Crowd Tangle, Hootsuite, SEO, Artificial Intelligence