

Raven Jordan

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SUMMARY

Experienced writer with 5 years' diverse expertise in digital, print, and nonprofit journalism. Published over 140 articles across various platforms including magazines, blogs, newspapers, and broadcasts. Proficient in managing small teams, especially in social media strategy and analytics. As a Generative AI Writing Auditor, created rubrics and prompts for chatbot responses, ensuring factual accuracy and labeling sensitive data output. Conducted interviews with high-profile figures and contributing stories on various topics. Managed social media accounts and wrote several stories with high page views.

MY SKILLS

Operational	Rubric creation, prompt generation, fact-checking, data labeling, moderation, social media management, article writing, feature story creation, meeting organization, story pitching, event recap newsletter writing.
Technical	Microsoft Office Suite, Google Suite, Wordpress, InDesign, social media management tools (Hootsuite, Social News Desk, Crowd Tangle), SEO optimization, artificial intelligence understanding.
Leadership & Communications	Team management, social media strategy development, analytics review, meeting facilitation, collaboration with writers and editors, team coordination in generating social media content, mentorship of interns and freelancers.
Communication	Article writing, storytelling, social media content creation, interview conduct, pitching story ideas, newsletter writing, photography for various events, verbal communication in editorial meetings, written communication through newsletters and social media posts.
Certifications	Artificial Intelligence Foundations: Thinking Machines Reinforcement Learning

EDUCATION

BA Digital and Print Journalism *Aug 2019 - Aug 2021* University of North Texas - Denton, TX

PROFESSIONAL EXPERIENCE

Gen. Assignments Reporter, May 2024 - Aug 2025 *CultureMap & Gow Media, Remote*

- Authored 2-3 daily news articles covering a range of topics including restaurants and bars, business, entertainment, and education, attracting and retaining diverse readership.
- Organized and scheduled 1-4 interviews daily over the phone and through email highlighting franchises, mom-and-pop shops and restaurants, amusement parks, hotels, and breweries across the DFW metroplex.
- Contributed pitches and ideas during daily editorial meetings to discuss and analyze well-performing posts via analytics, driving informed decision-making and optimizing content reach and engagement.

Generative AI Writing Auditor *Sep 2023 - Apr 2024* *Contracted to Scale AI, Irving, TX*

- Created detailed rubrics to guide AI chatbot responses on various criteria, ensuring consistency and quality in generated content.
- Developed original and challenging prompts for AI models to engage with, fostering creativity and adaptability in artificial intelligence systems.
- Conducted research and reviewed the factuality of chatbot responses on topics including literature and history, ensuring accuracy and reliability of generated information.
- Labeled sensitive and violative data output of AI models and chatbots, contributing to the enhancement of ethical standards and compliance with regulatory requirements.

Digital Editor, Journalist *Oct 2021 - Sep 2023* *Advocate Media, Dallas, TX*

- Managed 30 social media posts per week and moderation for all 5 Advocate Media publications (Lakewood, Lake Highlands, Oak Cliff, Preston Hollow, Plano), ensuring consistent and engaging online presence.
- Authored 2-3 daily blog posts covering a range of topics including entertainment, arts, dining, crime, and education, attracting and retaining readership through diverse content offerings.
- Crafted 1-3 monthly feature-length magazine stories highlighting dining experiences, local talent, and nonprofit initiatives, showcasing community engagement and fostering reader interest.
- Organized meetings to discuss social media strategy and analyze well-performing posts via analytics, driving informed decision-making and optimizing content reach and engagement.

Freelance Journalist Nov 2022 - Jul 2023 Dallas Weekly, Dallas, TX

- Wrote 1-2 stories weekly on a variety of topics including entertainment, education, nonprofits, and celebrities, contributing to the diverse content offerings of Dallas Weekly.
- Provided photography coverage for profiles, fundraiser benefits, galas, and events such as the MLK, Jr. Day parade, enhancing visual storytelling and capturing key moments.
- Conducted interviews with high-profile figures, including Big Daddy Kane and DeMarcus Lawrence, delivering insightful and engaging content for readers.
- Pitched story suggestions and provided story updates during weekly editorial meetings, contributing to editorial planning and ensuring alignment with publication goals and audience interests.

Digital News Intern, Emma Bowen Fellow Jun 2021 - Aug 2021 KSAT-12, San Antonio, TX

- Curated and managed social media posts and accounts for San Antonio's #1 news station, enhancing online engagement and brand visibility.
- Authored 50 stories within three months, resulting in nearly 1 million total page views, contributing to the digital content success of KSAT-12.
- Pitched story ideas on entertainment, social media trends, and local politics at editorial meetings, demonstrating creativity and awareness of audience interests.

CORE QUALIFICATIONS

- Experienced writer with 6 years' expertise in digital, print, and nonprofit journalism.
- Published over 300 articles in magazines, blogs, newspapers, and morning broadcasts.
- Proficient in managing small teams of writers on social media strategy and analytics.
- Skilled in creating detailed rubrics guiding AI chatbot responses and developing original prompts for AI models.
- Capable of researching and reviewing factuality of chatbot responses on various topics including literature and history.
- Experienced in labeling sensitive and violative data output of AI models and chatbots.
- Proficient in digital editing and journalism, managing social media posts, and moderation for multiple publications.
- Skilled in writing blog posts, feature-length magazine stories, and conducting interviews with high-profile figures.