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Jordan (Jo) Sahlin

Objective Conscientious content development and marketing: writing, editing, and use of social media to grow a brand.

Employment **Freelance writer**
May 2017 - Present
Develop content on a range of topics related to psychology, psychotherapy, health, self-help, and holistic healing.

Communications and Community Relations Coordinator, GoodTherapy.org
September 2012 - April 2017
Manage social media platforms for a growing audience approaching 500,000 fans and followers; coordinate content marketing efforts with the editorial team for content promotion via social media outlets; oversee design and distribution of weekly public newsletter; edit marketing copy; edit articles submitted by members of the public on the topic of mental health and therapy; write and edit for product promotion, education, and search engine optimization (SEO).
Previously: Assistant Editor and Member Support

Editor-in-Chief of the Cooper Point Journal, The Evergreen State College
June 2011 - June 2012
Oversee team of 20-plus students to produce daily news and feature content for the online publication of TESC newspaper; facilitate healthy functions of consensus-based student organization.

Education **The Evergreen State College (BA, Communications, 2012)**
Focuses: Writing, Editing, Journalism, Humanities (Linguistics, Psychology)
Coeur d'Alene Charter Academy, 2004-2008
Focuses: Journalism, Literature, Choral Music

Strengths

- Working knowledge and understanding of AP style, APA style, and MLA style
- Mastery of all social media platforms for business and brand promotion, especially Facebook, Twitter, Instagram, and Pinterest
- Ability to evaluate performance metrics on websites and social media
- Proficiency in a variety of software and technology platforms including Microsoft programs and Adobe Creative Suite
- Basic HTML coding, administration of all major blog hosts, and website management on WordPress and Groupanizer
- Content and brand marketing goals and tactics, including email marketing (MailChimp), social media advertising, and newsletter campaigns
- Extensive leadership training and experience in both personal and professional environments and a variety of governing structures; experience communicating with diverse groups of people

Volunteer **Communications Coordinator, Olympia Chorus of Sweet Adelines International**
May 2012 - Present
Regional Marketing/Social Media Coordinator, North by Northwest Region 13 Sweet Adelines
May 2013 - Present

References available upon request.