



Jordan Nelson de Lugo

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Profile

I am a proud Jaguars season ticket holder and I am a lover of sports, music, and all things Jacksonville. In fact, I love the Jaguars so much I founded Generation Jaguar, which began as a sports blog, and quickly morphed into a dynamic fan group and brand. I am passionate about the community in which I live. I am concerned with the current lack of integrity that exists in our modern world and seek to provide the people of my community and people around the world with accurate, meaningful, and exciting media coverage on the subjects they hold most dear.

Experience

PRESIDENT / CEO / LEAD WRITER , GENERATION JAGUAR – 2015-PRESENT

Full-time - Started the fastest growing Jaguars fan group and blog page. Responsibilities include business management, member relations, writing press releases, writing articles, photo editing, social media management and content creation, website creation and development, public relations, media relations, and partnership creation. GenJag.com now exceeds 35,000 unique views monthly. Gen Jag has 20.7k followers on instagram, over 6,300 followers on facebook, and over 2,200 followers on twitter.

SOCIAL MEDIA MANAGEMENT – 2015-PRESENT

Part-time - Creates content (photography, graphics, logos) for clients: Billy Parry Music, BPM Weddings, Silent Sound Entertainment, Ritz Bar, Lemon Bar, Brix Tap House, AcuCut Lawn Care, Bottlenose Brewing, Kanine Social, and more.

MARKETING AND OFFICE MANAGER, COMBS GREENE PA, JACKSONVILLE, FL – 2014-2020

Full-time - Responsibilities include social media management, accounts receivable, landing page design and creation, AdWords management and client relations.

SOCIAL MEDIA / MARKETING MANAGER, JACKSONVILLE SHARKS, JACKSONVILLE, FL – 2016

Part-time - Responsibilities included creating and developing in-game social media content and graphic designs, in-game social media play by play, and creating and managing social media content.

CONTRIBUTING WRITER – 2015-PRESENT

Part-time - Wrote and edited at least two articles weekly during the 2015 NFL season at Black and Teal. Covered local news, events, college football, and pro football at River City Rogue.

WEBSITE COPY WRITING – 2013-PRESENT

Worked on multiple websites; writing copy, including the Combs Greene P.A. website and the website for Realtor Susan Molly.

The copy written for the Combs Greene website can be found at flalaw.pro

The copy/bio written for Susan Molly's website can be found at susanmolly.watsonrealtycorp.com

RECEPTIONIST, COMBS GREENE PA, JACKSONVILLE, FL – 2007-2012,2014

Part-time - Responsibilities included setting up the firm's Facebook and Twitter profiles/accounts, managing the reception desk and reception area, greeting clients, processing and distributing mail, scheduling consultations/meetings with clients, maintaining files, including pleading binders, maintaining a well stocked office supply closet, and taking detailed telephone messages.

Extra Curriculars

Coached at: YMCA (basketball, flag football); i9 sports (flag football); Hendricks Day School (middle school basketball).

Education

University of North Florida, Jacksonville, Florida – Bachelor of Arts & Sciences in English, 2014

Skills

Proficient at writing, editing, and reviewing editorials. Well versed and experienced in public relations, media relations, establishing business partnerships. Experienced with running and creating dynamic content for business social media accounts. Experienced in writing website copy.

References

Steven Combs, Former and Current Boss. Attorney at Combs Greene, PA. 904.359.5505

Susan Molly, Former Client. Realtor at Watson Realty. 904.887.9097

Billy Parry, Client. Business Owner and Musician. 904.607.2845