

JORDAN TAFT

PEOPLE-FOCUSED COMMUNICATION



CAREER OBJECTIVE

Young Professional with a background in public relations and experience in digital content, client communication, and brand engagement. Skilled in building relationships, creating effective messaging, and supporting growth through strategic outreach. Seeking opportunities in marketing or sales to apply strong communication skills, creativity, and a results-oriented mindset.

WORK EXPERIENCE

Hound Media House - Charleston, SC

Spring Intern

Jan 2026 - Present

- Design social media content to increase engagement and strengthen brand credibility.
- Build and maintain client relationships through clear, proactive communication.
- Update and manage the company's website to improve functionality and digital presence.

Session Cocktails and Spirits - Auburn, AL

Server

Sept 2024 - Sept 2025

- Provide exceptional guest service in a trendy, high-volume environment, ensuring consistent alignment with brand standards.
- Manage multiple tables efficiently by leveraging advanced POS systems, time management, and organizational skills.
- Resolve guest concerns quickly and professionally, fostering a customer-first culture that increases repeat business and positive feedback.

The Birchfield Group - Nashville, TN

Summer Intern

May 2025 - Aug 2025

- Supported clients in music, tech, and specialty coffee industries with PR and marketing.
- Created press releases and targeted media pitches to secure coverage and podcast features.
- Conducted media research and outreach using Podchaser and Muck Rack.

AmericasMart - Atlanta, GA

Temporary Exhibits Associate

July 13 2025 - July 20 2025

- Assisted in managing over 1,400 brands across multiple curated categories.
- Coordinated and delegated exhibitor tasks under the direction of Category Manager.
- Ensured smooth operations and prompt response to exhibitor needs.

Bruster's Real Ice Cream - Atlanta, GA

Team Member

Apr 2021 - Aug 2023

- Addressed and resolved customer concerns promptly, ensuring positive experiences and repeat business.
- Operated POS systems with accuracy and efficiency while multitasking in a fast-paced, high-volume environment.

LEADERSHIP & INVOLVEMENT

Kappa Delta Lambda Sigma Chapter - Auburn, AL

Parliamentarian

Jan 2024 - Aug 2024

- Oversees adherence to chapter bylaws, ensuring compliance and facilitating meetings.

Sergeant at Arms

Sept 2023 - May 2024

- Maintained order during meetings, upholding organizational procedures and supporting operations

Pi Lambda Sigma Pre-Law Society - Auburn, AL

Director of Events

Sept 2023 - May 2024

- Executed networking and informational events to support students pursuing careers in law.
- Enhanced event promotion through social media campaigns and peer outreach, driving strong attendance and participation.

EDUCATION

Auburn University - Auburn, AL
Bachelor of Arts in Public Relations
2022 - 2026

Minor: Leadership

GPA: 3.35

Study Abroad Program

Immersive Arts & Culture
July - Aug 2024

Immersive Arts & Culture Program |

Gained global awareness and strengthened cross-cultural communication skills through firsthand international experience.

AREAS OF EXPERTISE

- Branding & Promotion
- Customer Service
- Team Collaboration
- Problem Solving
- Adaptability & Initiative
- Canva Design

LANGUAGES

Conversational Spanish

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