

Casey-Leigh Jordan

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WORK EXPERIENCE

Shapes & Forms

May 2022 – December 2023

Creative Talent Director

Los Angeles/New York

- Curate talent roster and new working relationships through outreach to over 2,500 artists per year through multiple platforms
- Oversee studio project timelines, identifying and resolving potential instances of staff under/over-utilization
- Manage scheduling for internal staff of 7 artists, 3 producers and 15+ freelance artists across all projects
- Oversee award show entry strategy and pipeline for work done for Hanacure, SteelSeries Speakers (D&AD, Shots US, One Show, LAD, Campaign, etc)
- Implement process improvements for resource management and overall studio operations
- Oversee all stages of the candidate and freelancer experience
- Drive social media strategy and creative direction
- Lead twice weekly meetings between production and creatives to communicate and manage overarching team resource needs
- Forecast hiring needs based on business growth plans
- Facilitate onboarding and virtual machine assignments for artists and producers
- Manage and organize all holds, bookings, and scheduling across 5-10 projects
- Foster and develop the culture of the creative department

Deutsch LA

August 2021 – May 2022

Awards Manager

Los Angeles, CA

- Develop and oversee process, timeline, and budget for ~10 different campaign case studies (Dr. Pepper, Taco Bell, Ad Council, Walmart, PetSmart) and various award shows (Ad Age, One Show, Effies, Cannes Lions, Campaign, AICP, Clio Awards, Webbys, Andy Awards, D&AD, etc.)
- Manage all campaign assets and write-ups for case study development through work-back schedules
- Work closely with producers, creative directors, executive producers, and editors to ensure each case study is up to highest standards regarding strategy, sound, and entry write-ups
- Organize and lead meetings with production and creative teams
- Quality control — confirm all requirements and specifications are accurate and tailored to each award show

The Badger Agency

January 2020 – June 2020

Executive Assistant to the President

New York, NY

- Provide day-to-day administrative support to President, including scheduling, personal assistant tasks, and coordinating with C-suite executives
- Develop and streamline award show process and strategy with creative and account teams, including creative entry write-ups and case study creation
- Manage award show entries for campaigns from Olay and RAICES (Andy Awards, Ad Age, Clio Awards, One Club, D&AD, Cannes Lions)
- Coordinate PR coverage and social media strategy for Olay's campaign during 2020 Super Bowl LIV

EDUCATION & SKILLS

Miami Ad School

Strategic Planning

Skills: Strategic planning; Content Production, Keynote, Monday, Canva, Trello, Google Suite, Adobe Creative Suite