

Jordan Rinaldi Wilman

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Summary

A dynamic and results-driven Communications and Public Relations professional with over a decade of experience elevating brand presence for global organizations, including Fortune 500 companies, across Tech, Healthcare, Government, and Sports sectors; including, abroad work contracts in countries such as Saudi Arabia, South Africa, and Colombia. A proven track record of increasing visibility, commercial viability, newly developed relationships, and securing partnerships through innovative PR, communications, account management, and media strategies.

Experience



Confidential

Communications & PR Consultant [Nov 2016 – Present]

- Oversee communications, public relations, media campaigns, and social media strategies for Fortune 500 clients across Tech, Healthcare, and Government sectors, driving global brand alignment and engagement.
- Design and implement innovative brand strategies, enhancing organizational visibility and achieving a 20% increase in audience reach year-over-year.
- Provide expert consulting to optimize internal and external communication frameworks for multinational organizations.



Fever

Public Relations & Events Coordinator [Aug 2024 – Present]

- Organizing and developing the public relations, media, and communications strategies across pre-event, event-day, and post-event phases, driving successful execution and heightened visibility for concerts and events within my region (British Columbia).
- Conducting in-depth pre and post-event analysis in collaboration with corporate teams, evaluating performance metrics, event logistics, and audience feedback to enhance future productions; achieved over 90% approval ratings from audience and venue reviews and spearheaded a venue change that led to four consecutive sold-out shows.
- Collaborating on a consistent basis with venues, artists, VIPs, corporate stakeholders, and on-site teams to ensure flawless event execution, fostering strong relationships and delivering exceptional experiences.



Grind Reel

Senior Communications Consultant [Sep 2022 – Dec 2025]

- Oversaw, reviewed, and had final call on all communications, marketing, and PR strategies, with an 98% client approval rating.
- Facilitated high-level stakeholder meetings and maintained investor relations, to ensure seamless alignment with organizational objectives.
- Led strategic communication and media deliverables, which elevated brand awareness across multiple client campaigns.



Edelman

PR & Communications Account Manager [Jul 2022 – Feb 2023]

- Developed and pitched PR strategies for clients in the GCC, securing coverage in 40% of regional media outlets.
- Edited and refined English content translated from Arabic, ensuring precision for multi-market distribution (KSA, USA, UK, Italy, South Korea, China, India, France, UAE).
- Represented Edelman at global events like the Red Sea International Film Festival, amplifying firm visibility by 15% in their market share.



TRU Men's Soccer Team

Communications & Public Relations Manager [Aug 2018 – Jul 2022]

- Managed social media, communications, and PR, increasing team visibility by 45% over four years through targeted content strategies.
- Cultivated international partnerships, securing new sponsorships and player signings to elevate the team's global profile.



Thompson Rivers University

Communications Consultant [Jul 2018 – Jul 2022]

- Collaborated on designing and launching online Communications courses, enhancing educational reach for 1000+ students annually.
- Reviewed and refined course content, ensuring high-quality delivery and alignment with industry standards.



RPM Partners Ltd.

Chief Communications Officer (CCO) & Lead Project Manager [Mar 2021 – Jan 2022]

- Directed all communications, PR, and social media strategies, boosting client engagement by 30% through streamlined campaigns.
- Led cross-functional teams on high-stakes projects, fostering collaboration between consultants, clients, and investors.
- Managed relationships with consultants, partners, and investors, driving successful project bids and client onboarding.
- Delivered project proposals that secured 5+ new accounts, contributing to a 25% revenue increase.



NowMedia (Formerly, KamloopsBCNow)

Communications & Public Relations Developer [Jul 2016 – Jan 2021]

- Promoted local events and expanded audience reach by 35% through social media and media tours.
- Strengthened client relationships and grew the network by engaging diverse local and regional stakeholders.

Education



Thompson Rivers University

- Bachelor of Arts (BA): Communications and Public Relations Degree



St. Ann's Academy

- High School Diploma

Licenses & Certifications



Google AdWords [Issued Apr 2015]

Core Competencies & Skills

- **Communications & PR:** Media Relations, Crisis Communication, Press Releases, PR Strategy, Strategic Communications
- **Digital & Social Media:** SEO/SEM, Google AdWords, Social Media Campaigns, Content Marketing, Copywriting
- **Project Management:** Strategic Planning, Stakeholder Engagement, Team Leadership, Client Account Management
- **Technical:** Google Analytics, HubSpot, Hootsuite, Microsoft Office Suite