

# JO CRADDOCK

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Motivated to help organizations thrive with technologically savvy, goal-oriented communication skills to build beneficial relationships. Adept in prioritizing and independently completing tasks with rigorous attention to detail.

## PROFESSIONAL EXPERIENCE

### Director of Communications

St. James Episcopal Church

*12/1997 - 02/2011 (contract) and 02/2011 - 08/2019 (staff)*

- Designed and/or managed all promotional, communications, branding, social media, audio and video production, and web content creation for \$2 million religious non-profit.
- Designed and edited all publications, including weekly service leaflets, print and web-based newsletters, press releases, flyers and promotional materials, annual reports, accreditation reports, annual and special fundraiser appeals, marketing pieces, web content, and collateral.
- Developed online giving program and online response program, incorporating systems for distribution of registration information into membership and guest follow-through procedures.
- Designed surveys, tracked responses, and generated data reports.
- Website design and management including hand-coding HTML and CSS, back-end and framework, CMS setup and management, web server and mail server setup and management, SEO management, online mailing list setup and management including statistical analysis.

### Freelance Admin Support

*04/1985 - current*

- Providing off-site administrative support to start-ups, small non-profits, governmental departments, small law firms, policy organizations, and small or non-office businesses with such services as legal research and writing; patent application drawings; CRM input and support; personnel, meeting, and record management; internal and external communications; legal or regulatory compliance reports; and, production and distribution of newsletters and promotional pieces; and, notary public acts.

## EDUCATION

**Louisiana State University** Paralegal Program - *08/1984-05/1986*

**Northeastern Louisiana University**, Monroe - *01/1979 - 06/1980*

**Louisiana State University**, Baton Rouge - *8/1978 - 01/1979*

## COMMISSION

**Notary Public** - Statewide Commission - *08/2008*

## ASSOCIATIONS

**Louisiana Notary Association**

**National Genealogical Society**

## SKILL SET

Adobe Creative Suite

Microsoft Office

Server Management

HTML, CSS

Database Management

Visual Design

Regulatory Compliance

Project Management

Creative Thinking

Communications

Problem Solving

Attention to Details

Time Management

Social Media Management

Customer Service

IT Assistance

Event Planning & Management

Material Storage & Inventory