

Jordan M. Wilson

SUMMARY

Fifth-generation San Franciscan and communications and public policy professional with experience in the sports industry, local government, and political consulting. Skilled in using quantitative and qualitative research to inform strategic, evidence-based policy decisions. Deep knowledge of San Francisco's political landscape and diverse constituencies, with a strong commitment to civic engagement and public service.

EDUCATION

Duke University, Sanford School of Public Policy | Durham, NC

May 2024

Master of Public Policy

- **Sanford Scholars Fellowship:** The award included full tuition coverage for an MPP degree, along with a living stipend each academic year
- **Master's Project:** Career Technical Education Across San Francisco Unified School District: A Study on Expanding Equitable Access and Institutional Pathways to Student Success through Collaborative Partnerships

University of Redlands | Redlands, CA

April 2018

Bachelor's in Public Policy

EXPERIENCE

Bay Football Club (Bay FC) | San Francisco, CA

July 2025 – Present

Director, Communications and Public Affairs

- Develops and leads integrated communications and public affairs strategies to elevate Bay FC's brand, supports future projects, and positions the Club as a pioneer in professional women's sports
- Serves as the primary liaison for business communications, overseeing executive visibility, strategic messaging, and media relations across local, national, and global outlets
- Cultivates strong relationships with Bay Area officials, community stakeholders, and local organizations to support long-term growth, planning, and engagement goals
- Designs and implements comprehensive communications frameworks, including executive media training, content strategy, and crisis response protocols that align with Bay FC's brand and objectives

Mayor's Office of Housing and Community Development | San Francisco, CA

January 2025 – July 2025

Senior Advisor, Strategic Initiatives and Program Development

- Served as Senior Advisor to the Director of the Mayor's Office of Housing and Community Development, overseeing strategic initiatives and programs across the department's housing portfolio
- Led efforts to expand economic mobility and wealth-building opportunities for the HOPE SF initiative
- Collaborated with community groups, city agencies, and philanthropic partners to create college and career pathways and advance homeownership and housing mobility initiatives
- Supported revitalization efforts in the Fillmore/Western Addition through collaboration on initiatives centered on resident empowerment and equitable development

Office of the Mayor | San Francisco, CA

June 2024 – January 2025

Policy Advisor

- Served as a Policy Advisor to Mayor London N. Breed, supporting areas including workforce development, education, climate and environment, and homelessness
- Partnered with city departments and academic institutions to develop strategies and streamline processes that align workforce and education efforts with San Francisco's evolving economic needs
- Assisted with the development of mayoral Executive Directives, including San Francisco's Journey Home initiative and the Mayor's initiative for comprehensive Charter Reform
- Supported strategic policy proposals and public-private partnerships to help advance the Mayor's agenda on critical issues, such as San Francisco's curbside electric vehicle charging pilot

San Francisco Planning Department | San Francisco, CA

June 2023 – August 2023

Housing Element & Rezoning Intern

- Studied how increasing housing choices centered on racial and social equity can strengthen San Francisco communities
- Developed visual reports for senior staff and the public, summarizing and communicating key narratives about residents' housing needs using video documentation and programs such as ArcGIS
- Facilitated and engaged in community town-hall meetings centered around citywide rezoning and processed feedback for San Francisco's legislative body

Office of the Mayor | San Francisco, CA

June 2021 – July 2022

Communications Aide

- Drafted and edited press releases, speeches, talking points, and statements for Mayor London N. Breed
- Supported and directed communications and planning for various citywide initiatives, including San Francisco's response to the COVID-19 pandemic, the Homelessness Recovery Plan, and the 2021 Climate Action Plan
- Worked closely with officials, staff, and departments to strategically communicate mayoral budget priorities and advance legislation, such as the permanent expansion of the Shared Spaces Program

Lighthouse Public Affairs | San Francisco, CA

February 2019 – June 2021

Project Manager

- Tracked local and state legislation for clients, including AT&T, BUILD, Cisco, EAZE, Lane Partners, Public Storage, Sonder, VMware, Visa, Whole Foods, and Zoox
- Supported senior staff in lobbying efforts that successfully amended San Francisco's Administrative Code Chapter 12X, advocating to end the travel and contracting ban with specific states
- Directed community engagement, communications, government relations, and organizing efforts for major development projects, including Congregation Emanu-El's \$72 million redevelopment, University High School's gymnasium expansion, Southern Land Company's Mare Island redevelopment in Vallejo, and Lane Partners' 540,000-square-foot life sciences facility in Berkeley

LEADERSHIP & AWARDS

San Francisco Achievers | San Francisco, CA

March 2019 – Present

Board of Directors, Member

- Serves as a member of the Board of Directors for San Francisco Achievers, an educational non-profit that provides young Black men attending San Francisco public schools with a four-year scholarship to the college or university of their choice

George Washington High School Alumni Association | San Francisco, CA

May 2025 – Present

Board of Directors, Member

- Serves on the Board of Directors of the GWHS Alumni Association, supporting the school's mission as a leading public institution in San Francisco
- Collaborates with board members to oversee initiatives that fund classroom supplies, student activities, and faculty development through grants and scholarships

Presidential Management Fellows (PMF) Program, Class of 2024

February 2024

Finalist

- Selected as a finalist for the PMF leadership development fellowship aimed at candidates with advanced degrees who have shown outstanding leadership potential and a dedication to public service