

JORDAN JOHNSON

MARKETING MANAGER



Austin, Tx



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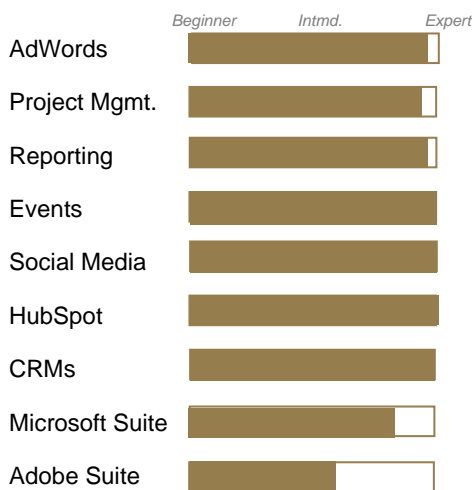


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SOFTWARE SKILLS



EDUCATION

Bachelor of Science
in Communication Studies
University of Oregon | 2014

VOLUNTEER

- *Dog Foster* - Austin Pets Alive (2016 – Present)
- *Funds Custodian* - FRG D Co. 4-9 CAV, US Army (2019 – 2021)
- Junior League of Austin (Provisional Year, 2022)
- *Campaign Mgr.* - Leukemia & Lymphoma Society of Austin (2019)

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

EMERSON AUTOMATION SOLUTIONS

AUSTIN, TX | NOV. 2021 – PRESENT

Served as the marketing manager for Emerson's product line, Plantweb Optics, for the first six months of tenure with the corporation. Elements of this role included the development and execution of comprehensive marketing strategies for new product launches that aligned with the product's goals, target audience, and budget, which required large-scale project management, the leadership of cross-functional team alignment, and tracking the success of the product launch by analyzing sales data, customer feedback, and other metrics.

Five months ago, a company reorganization led to taking over the management of marketing for two of Emerson's industrial software products with the following successes already in place:

- Institution of global alignment and accountability of all marketing and sales activities and processes across all world areas, including representation of brands at industry conferences, internal and external webinars, and outbound email marketing campaigns.
- Launched of a thriving sales development pilot program focused on generating and converting marketing-qualified leads through targeted strategic messaging, customer nurturing, and effective sales outreach activities.
- Established a sales and marketing lead tracking system that involved identifying key metrics to measure success, selecting and configuring the appropriate software tools and data management systems to capture and analyze the data from multiple sources, and establishing regular reporting and analysis processes.

BRAND MANAGER

COMPLETE CONTROLLER

AUSTIN, TX | SEPT. 2020 – NOV. 2021

Maintain brand integrity across all marketing initiatives and communications for the parent company, associated brands and

EXPERIENCE CONTINUED

portfolio of products in a highly competitive marketplace to increase market share, maximize sales, and generate a lasting impression among target audiences. Serve as the point-person for developing and implementing cohesive, full-funnel marketing and brand strategies across omnichannel and mediums to strengthen brand awareness, marketplace authority, and client acquisition and retention.

- Proven proficiency in all areas of HubSpot, including building complex automated workflows, landing pages, social media and email campaigns, data tracking, and reporting infrastructures.
- Built internal sales funnel featuring three levels of positions and their associated training resources, selling strategies and materials, SOPs, email templates, and call scripts.
- Lead implementation and management of technical aspects of critical marketing systems (HubSpot, Facebook Business Suite, and Google Analytics, AdWords, and Data Studio) used to track and analyze designated KPIs to provide actionable insights for optimization opportunities and strategy refinement.

MARKETING MANAGER

NOBLE CAPITAL

AUSTIN, TX | APR. 2016 – APR. 2020

After quickly proving capable of handling a large and fast-paced workload, was promoted to the marketing project manager for the business' five brands. After a year and a half with the company, was promoted to head of the marketing department, and assumed the responsibilities of developing highly aggressive company-wide strategic marketing plans, reporting initiatives, managing internal and external staff, allocating a \$1.6M annual budget, and all department decision-making.

- Implemented improved conversion points and optimized user funnels based on reporting interpretations resulting in increased website conversions by more than 257% over course of a year, and new marketing produced leads by 233% quarter over quarter.
- Improved event attendance to Noble Capital's bi-annual State of the Company by 58% and exceeded attendee goal by over 15% through strategic messaging, promotional placements, and email marketing.
- Increased email referral traffic 328% by developing and analyzing key campaign metrics to ensure effectiveness, optimize performance through A/B testing, segmentation, lifecycle management, and dynamic content management.
- Grew inbound website traffic quarter over quarter by 320% through Google AdWords and Facebook advertising.

MARKETING PROJECT MANAGER

IMAGINATION INTERNATIONAL INC

EUGENE, OR | AUG. 2014 – APR. 2016

Managed multiple projects simultaneously, which required successful alignment with individual business units to define the scope, strategy, audience, timing, and deliverables of each

EXPERIENCE CONTINUED

marketing initiative to increase the profitability of new and existing products and services for the company's 15 brands.

- Conceptualized and developed innovative marketing strategies to increase brand awareness and profitability, which resulted in an increase of online and offline product sales by 142% within one quarter.
- Developed a content strategy and editorial calendar with an aggressive agenda to expand brand awareness by establishing a team of collaborators for each brand and demographic, which resulted in quadruple content production month-over-month, effectively doubling web traffic and social engagement.
- Salvaged a complex e-commerce website project worth more than \$1M by taking ownership shortly after hire; identified issues and bottlenecks, put together new project plans, and delivered on time and within budget.

MARKETING COORDINATOR

IDX, INC

EUGENE, OR | AUG. 2011 – AUG. 2014

Initially hired as a part-time public relations specialist managing the company's social media presence and daily press releases. In 2012, transitioned into a full-time marketing coordinator with the following responsibilities:

- Ensured execution of all marketing projects exceeded executive leadership's expectations, were delivered on-time and within budget.
- Increased company's organic social media following and post engagement across all platforms by 25% over a three-month period by carefully constructing content aimed at increasing conversations, cultivating relationships, and establishing brand as a thought-leader within industry.
- Grew industry exposure of company's SAAS products through developing and implementing marketing campaigns that featured strategic product positioning within digital advertisements, event placements, educational content, and promotional campaigns.

REFERENCES UPON REQUEST