

JORDAN VOLLMER

Storyteller. Marketer. Creator

EDUCATION

St. Bonaventure University // '19 - '20

M.A. in Integrated Marketing Communications
GPA: 3.7

Francis E. Kelley Oxford Program

A six-week summer study abroad program at the University of Oxford in England.

St. Bonaventure University // '15 - '18

B.A. in Journalism and Strategic Communication
GPA: 3.5

SOFTWARES

- Microsoft Suite, Office 365, Google Drive
- Adobe Creative Suite, Canva
- Instagram, LinkedIn, Twitter, Facebook, Pinterest, YouTube
- Wordpress, Weebly
- Mailchimp
- Google Analytics, Google Adwords
- SEMrush
- Hubspot

EXPERTISE

- Copywriting, AP Style, editing
- Graphic design
- SEO
- Photography
- Content marketing
- Paid & organic social media marketing
- Analytics reporting
- Research
- Creativity

RELEVANT EXPERIENCE

RJ Jewelers — Marketing Consultant // Oct. 2020 - Present

- Establish marketing plan & content strategy for local jewelry store to increase online visibility and in-store traffic.
- Manage, create & post organic and paid social media content.
- Photograph fine jewelry, edit photos with Adobe Photoshop and Lightroom.
- Design digital assets for social media and website purposes.

Spinoso Real Estate Group — Media Coordinator // Aug. 2019 - Present

- Develop and execute marketing initiatives internally and for 20+ enclosed mall properties.
- Write, edit and optimize compelling website content for corporate website using Wordpress.
- Research and procure relevant website content.
- Draft bi-weekly email newsletter using Mailchimp.
- Design digital & print collateral using Adobe Creative Suite for leasing, property management, and mall retailers.
- Manage & post organic and paid content on social media platforms.

Protocol 80 — Inbound Marketing Intern // Sept. 2018 - July 2019

- Managed Google Adwords & Facebook Advertising accounts.
- Developed monthly analytical and paid advertising reports.
- Curated and repurposed blog content using relevant SEO terms.
- Created and scheduled social media posts.
- Drafted and published email newsletters.
- Designed website graphics and eBooks.

Olean Times Herald — Intern & Freelancer // Nov. 2017 - Jan. 2019

- Wrote feature stories by desired deadlines.
- Conducted interviews and attended local events.
- Proofread newspaper pages.
- Edited stories to fit AP style.
- Created weather, event and obituary pages.

News Channel 9 WSYR — "Bridge Street" Intern // May 2017 - Aug. 2017

- Managed content for social media.
- Drafted website articles.
- Edited video clips using Syndicaster.
- Greeted guests attending the show.