



JORDAN VOLLMER

Storyteller • Content Strategist • Marketing Manager

RELEVANT EXPERIENCE

MARKETING MANAGER

ETS, Inc. | Remote | Jan. 2024 - March 2024

- Implemented marketing strategies for four offices that align with brand objectives and catered to both candidates and clients through all touch points.
- Utilized design and copywriting skills to produce a diverse range of digital and print content using Adobe Creative Suite and Canva.
- Managed all company-wide social media platforms to maximize exposure and follower growth across various platforms, leveraging content calendars and visual storytelling to drive lead generation.
- Executed paid and targeted advertising campaigns through Facebook, Google Ads, LinkedIn, TikTok, YouTube, Snapchat, and Herefish emails.
- Analyzed performance metrics, adjusting content strategies based on data insights.

CONTENT CREATOR & STRATEGIST

ETS, Inc. | Remote | March 2021 - Dec. 2023

FREELANCE CREATIVE CONSULTANT

Self-Employed | Remote | Oct. 2020 - Present

- Oversee a portfolio of clients to consistently deliver high-impact marketing solutions that align with business needs and objectives.
- Demonstrate exceptional time management skills to effectively balance multiple projects and deadlines at once.
- Foster strong client relationships to ensure the end product exceeds expectations.

MEDIA COORDINATOR

Spinoso Real Estate Group | Syracuse, NY | Aug. 2019 - March 2021

- Executed marketing initiatives and implemented campaigns for 20+ enclosed mall properties and corporate company.
- Developed a content strategy to produce well-researched, compelling website articles and email newsletters that align with the company brand, industry trends, and target audience.
- Designed impactful digital and print collateral using Adobe Creative Suite for leasing properties and mall retailers to effectively capture brand essence and visual engagement.

INBOUND MARKETING INTERN

Protocol 80 | Bradford, PA | Sept. 2018 - July 2019

INTERN & FREELANCE REPORTER

Olean Times Herald | Olean, NY | Nov. 2017 - Jan. 2019

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EDUCATION

ST. BONAVENTURE UNIVERSITY

M.A. in Integrated Marketing Communications

2019 - 2020

ST. BONAVENTURE UNIVERSITY

B.A. in Journalism & Strategic Communications

2015 - 2018

EXPERTISE

- Microsoft Suite, Google Drive
- Adobe Creative Suite, Canva
- Instagram, Facebook, X, LinkedIn, TikTok, YouTube, Threads, Snapchat
- Google Analytics (GA4), Google Ads
- Wordpress, Weebly
- Herefish, Mailchimp, Brevo
- Hubspot
- SEO
- Copywriting
- Graphic Design
- Social Media Advertising (Organic & Paid)
- Branding, Content Marketing
- Analytics Reporting
- Email & SMS Marketing