

CONTENT MAKER
BRAND BUILDER
CREATIVE WRITER

James Jordan

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EXPERIENCE **Envysion, Inc.** | Superior, CO

9/2018 - Present **Marketing & Creative Manager**

Provided marketing expertise through a transition period when the company needed someone who could jump in, quickly adopt the brand, voice, and platforms, understand the product, and make things happen.

- Wrote & designed newsletters & automated email campaigns (HubSpot)
- Worked closely with the product team to plan & execute GTM strategy
- Managed website, blog & reporting (WordPress, Google Analytics)
- Standardized file naming & version control methodology
- Updated vertical specific pitch decks (PowerPoint, Google Slides)
- Produced, shot and edited product & brand videos
- Facilitated webinar creation and deployment (GoToWebinar)
- Wrote & implemented in-app customer messaging (Pendo)
- Designed sales one-pagers and advertising for print and web

James Jordan Pictures | Oakland, CA

1/2016 - 5/2018 **Freelance Photographer/Videographer**

Started a freelance photo & video business servicing the San Francisco Bay Area with a focus on headshots, events, documentary and products.

- Developed advanced knowledge of studio strobes and modifiers
- Processed and retouched pictures in RAW format
- Refined 4K workflow and color grading (Adobe Premiere Pro)
- Mixed audio for voiceover and music (Adobe Audition & Apple Logic)
- Managed business website (jamesjordan.pictures) and social media
- Wrote copy and designed marketing materials

Waypoint Homes | Oakland, CA

1/2013 - 1/2016 **Director of Creative & Brand Marketing**

Lead the creative and marketing teams in content design and production for brand development and demand gen. Drove the content strategy for the company website, blog, social media and print/web advertising. Managed online reputation and strategy. Created internal communication and marketing. Reviewed and approved all consumer facing materials to ensure that external communication was accurate and on-brand.

- Lead a full responsive redesign of our consumer facing website
- Re-designed Waypoint Homes logo as part of an overall brand refresh

- Designed logo and built website for Starwood Waypoint Residential Trust
- Developed an email nurture campaign reaching 100,000+ leads
- Launched resident survey campaign to better engage new leads
- Designed and launched vehicle wraps for national fleet
- Managed signage program for retail storefronts across the country
- Lead print collateral redesign with a people first approach
- Conceptualized, wrote, and edited brand videos and testimonials
- Redesigned the corporate intranet site

6/2011 - 12/2012 **Sr. Manager of Content**

Responsible for content creation, copywriting and website management.

- Defined, designed & project managed new website search functionality
- Designed, shot and edited Waypoint's company history video
- Produced, shot and edited resident testimonial videos

Monvera Glass Décor | Emeryville, CA

12/2007 - 5/2011 **Marketing & Brand Management**

Responsible for print & web advertising, collateral design, copywriting, SEO & SEM, email campaigns, social media, website development, and press releases. Built the company's Art Department and the product photography studio.

- Drove a full company rebranding to improve market presence
- Designed company website (HTML, CSS, JavaScript, WordPress)
- Created, wrote, shot, hosted and edited a video web-series (20 episodes)

Cision US, Inc. | Oakland, CA

6/2003 - 9/2007 **Creative Services & Marketing Manager**

Supported the corporate marketing team in Chicago, creating internal and external marketing campaigns and materials.

- Trained sales team on our flagship content delivery application
- Facilitated the transition of messaging into new corporate culture
- Created internal messaging for rollout of global company rebranding

EDUCATION **Ball State University** | Muncie, IN

1998 - 2002 **Bachelor of Arts, Telecommunications**

- SOFTWARE
- Adobe Creative Suite
 - Salesforce
 - Google Apps
 - Marketo & HubSpot
 - MS Office
 - WordPress