

Theodore Jordan

Michigan-based digital marketing enthusiast with over five years of experience turning ideas into designs into successful marketing campaigns.



Aerospike, Digital Content Manager 2023-2025

- Develop pages for marketing content such as blogs, news articles and videos.
- Optimize highly technical blogs for SEO.

EnterpriseDB, Digital Content Manager 2021-2023

- Lead various web-based marketing efforts including A/B testing, site health maintenance, conversion creation/tracking in Google Tag Manager/Analytics 4.
- Crafted informative dashboards and built actionable marketing plans based on reports made in Heap, Google Analytics, and Google Looker Studio.
- Performed website health maintenance discovering and fixing SEO issues with SEMRush, Google Search Console, and SiteImprove.

ForHealth Consulting, Project Coordinator 2017-2021

- Constructed and carried out marketing campaigns by building landing pages aligned with Pardot emails, developing content for Google Ads, and managing the intake of prospect form submissions.
- Reported monthly web traffic trends and the results of A/B tests by leveraging Google Analytics on behalf of state client MAHealthyFoodsinaSNAP.org.



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TheoJordan.com



Bachelor in English
University of
Massachusetts Amherst

**Analytics & UX/UI
Certified**
Google



Google Digital
Marketing
Suite

Pardot

Mailchimp

Microsoft
Office Suite

Adobe
Photoshop

Adobe After
Effects

Adobe
Illustrator

Figma

HTML/CSS

Bootstrap

WordPress

Drupal 7/8

Javascript

Hi, I'm Theo.

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When I started my career, my goal was simply to become the most versatile writer I could be. I wanted to be capable of working accurately under pressure in fast paced and unpredictable environments with a range of written formats. Blogs, news articles, social media and more.

But life had bigger plans for me.

I got my first job as an intern for a healthcare consulting company as a part of a small but mighty marketing team. It became clear very early on that I wasn't going to be able to get by as a one trick pony. I expanded my repertoire, becoming certified in google analytics, ads and looker studio - and while I consider writing and design to be the body of the work I do, my data analysis expertise has become the heart.

I began thinking of ways to enhance my writing which led me to work in Adobe Photoshop, Illustrator, and AfterEffects to enhance my story-telling ability with an added visual element. I now have five years of experience editing photos of events and creating attention-grabbing social media graphics for a number of different client brand identities. As a part of a database consulting company, I designed a website pop-up campaign - crafting everything from copy to graphics - which accounted for 20% of webinar registrants the business saw in the year.

If your marketing team is looking for that piece that can fit into any role from design to development and beyond I'd love to talk with you. If you are interested in seeing some of my work, please take a look at my portfolio website TheoJordan.com, or my blog TheodoreJordan.WordPress.com.

References



Aerospike

Tim Dailey

978-856-5059

EDB

Heather Hayes

612-619-7135

ForHealth Consulting

Rose Tedesco

617-721-5756

Jennifer Rosinski

508-963-3104