



Jessie Jordan

Creative Director + Business Builder

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www.jessiejordan.design

Education

Bachelor in Org. Communication

Ball State University
Years 2011 - 2015

Core Skills

Brand & Marketing Strategy:

Brand Design & Strategy
Decor and Signage Design
Marketing Strategy
Ad Strategy & Design
Lead Generation & Management
Event Design & Coordination

Operations & Tech:

Staff Training for Platforms
Website Management
VOIP/Call Tracking
Automation Programming

CRM & Customer Engagement:

CRM Development
Lead Management Strategy
Brand Language Development

Social Media & Web Content

Social Media Management
Content Creation & Scheduling
Copywriting
Filming & Video Design
Social Branding & Feed Design

Creative Design & Visuals:

Graphic Design
Web Design
Interior Decor
Digital & Physical Art Mediums

Work Experience

Marketing

Evolv Wellness MedSpa

2023 - 2024

Oversight of Creative Vision and Development of Brand Strategy.
Implementation & Training for all booking/EMR software & operational procedures
Lead Generation & Management - Development of Lead Management Strategy
Web Design/Dev - Manage Server, Build Pages, Updates & Site Security.
Plan and Execution of 4 successful Events to Boost Sales and Visibility
Researched & Designed Partnership & Investor Pitches
Interior Decor, Signage and Physical Branding Design

Marketing Strategist

Rejuvenate MedSpa

2020 - 2023

Directed Brand Campaigns to Boost Visibility and Engagement, Driving Significant Growth. Developed Ad Strategies Across Google and Meta; Refined Targeting, and Optimized for Impact.
Led Brand Refresh, Creating Cohesive Assets and Updated Messaging to Elevate Perception.
Built and Implemented CRM and Lead Management Strategy, Improving Lead Generation.
Planned and Executed Events to Drive Revenue
Utilized A/B Testing to Refine Messaging and Targeting for Adaptive, Effective Campaigns.

Marketing Specialist

YMCA

2019 - 2020

Built Multi-Channel Marketing Strategies to Boost Membership Acquisition and Community Involvement.
Overhauled the Website's Design and Functionality to Improve User Experience.
Created a Comprehensive Library of Brand Assets for Consistent Content Across All Platforms.
Successfully Planned and Executed the YMCA's Largest Annual Fundraising Event

Admin (Various)

Muncie Mission

2015 - 2019

Developed Social Media Strategies That Increased Community Reach and Donations.
Organized Volunteer Programs and Large-Scale Events to Strengthen Community Support.
Led Tours and Presentations That Built Emotional Connections and Enhanced Visibility.