

# Alex Jordan

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## PROFESSIONAL SUMMARY

Results-driven freelance professional with extensive experience managing and delivering multiple concurrent projects in web development, UX/UI design, and digital marketing.

Strong ability to adapt to diverse client needs, prioritize tasks, and maintain clear communication under tight deadlines.

Proven track record of collaborating remotely with cross-functional teams across various industries.

## CORE SKILLS & STRENGTHS

Project Coordination & Multitasking

Web Development (HTML, CSS, JavaScript)

UX/UI Design (Figma, Adobe XD)

Content Strategy & SEO Fundamentals

Client Relationship Management

Agile & Remote Collaboration

## SELECTED PROJECTS & FREELANCE EXPERIENCE

**E-Commerce Website Redesign for HomeGoods Co.** 2023 — *Led UX overhaul and implemented responsive web layouts; improved user retention by 18%.*

**Digital Marketing Campaign for FreshStart Nutrition** 2023 — *Developed content calendar, optimized landing pages, increased conversions by 22%.*

**Portfolio Website Development for Creatives** 2022 — *Designed and launched portfolio sites for four artists and writers on time and within budget.*

**Ongoing Web Maintenance for Small Businesses** 2022 – Present — *Provide monthly website updates, troubleshooting, and on-call tech support.*

## EDUCATION & CERTIFICATIONS

B.A. in Communication & New Media, State University (2018)

Certified Scrum Master, Scrum Alliance (2022)