

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)