

# Jordan Taylor

Creative Marketing Specialist

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## PROFILE

Innovative Marketing Specialist with 5+ years in digital campaigns, brand strategy, and creative content. Expert in turning insights into winning creative solutions that drive engagement and measurable results.

## SKILLS

Brand Development Content Strategy Digital Campaigns Copywriting Market Research  
SEO Social Media Marketing Email Marketing

## TOOLS

Adobe Creative Suite Google Analytics HubSpot WordPress Hootsuite Mailchimp

## EXPERIENCE

### Senior Marketing Specialist

*BrightIdeas Agency*

2021 – Present

Led multi-channel campaigns for leading brands. Developed storytelling frameworks that increased engagement by 40%. Managed creative teams and pitched campaign concepts to clients.

### Digital Marketing Coordinator

*UrbanX Media*

2019 – 2021

Designed content calendars, tracked analytics, and optimized SEO for ongoing growth. Orchestrated product launches and managed social media presence across multiple platforms.

### Creative Assistant (Intern)

*FreshBrand Studios*

2018 – 2019

Supported campaign ideation, wrote copy, and researched market trends for brand projects.

## EDUCATION

### B.A. Marketing & Communications

*California State University*

2014 – 2018

## AWARDS & CERTIFICATIONS

Certified Digital Marketing Professional (CDMP)

2022 Innovation in Campaign Design, AMA West