

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