

Jordan Streeter

413 Ocean View Ave, Kensington, CA 94707

Phone: +1 513-415-1708 E-Mail: Jordanus21393@yahoo.com

Experience

ABM/Web Strategy and Content Coordinator, New Relic, San Francisco, CA **June 2016- Present**

- Managed all website A/B testing and personalization efforts. Experiment yield included 80% baseline increase in webinar signups, 60% baseline increase in free trials and +2 min avg. page view time.
- Responsible for identifying potential customer accounts to target and coordinate creative, copy and messaging to increase account engagement with brand.
- Produced, filmed and edited all company internal videos. Also animated and drafted HR, social/brand and event videos.
- Created internal marketing blog content for HR and intern program. Produced and managed content team to create video for company internship program and sales enablement training videos.

Marketing Intern, VIA Studio, Louisville, KY **Fall 2015**

- Presented content strategy, copywrote and edited blog content and created assets for FirstBuild/GE's new monogram pizza oven landing page.
- Gained more than 3k Social Media followers for clientele and events with over 40k impressions and answered customers questions and concerns.
- Created internal marketing content for VIA's website and social media: Videos and blog posts.
- Collaborated tightly with design team for social media content, company designed Christmas cards and video works.
- Managed Twitter, Facebook, Pinterest and Instagram accounts with over 2.5k followers, SEO and keyword allocation for WordPress sites.

Skills/Experience

FinalCut Pro, Adobe Photoshop, LightRoom, SpeedGate, Audition, Premiere Pro, Illustrator, AfterEffects, Nikon and Canon (D60 Mark iv) DSLR, photography, editing, shooting, animation, color grading, Optimizely, Google Analytics, Adwords, LinkedIn Ads, Terminus, Engagio, Marketo, Salesforce, BaseCamp, Asana, Jira, Social media, copywriting

Education

B.S. Marketing and Management, University of Louisville **2011-2015**

All-inclusive academic scholar with accolades including Dean's List, Big East, American Conference and ACC All-Academic team, Scout team Captain for the University of Louisville Football team.

The Hague University of Applied Sciences, Den Haag, Netherlands **Spring 2015**

Study abroad program. Studies included market research along with a full Brand Management Minor. Gained international experience and supplemented a new learning perspective to traditional U.S. University teaching style.