

JORDAN SANTOS

Marketing Professional

PROFILE

Driven marketing professional with 8+ years of marketing experience. 5 years of which are in a primarily business to business environment. Skilled at creating and executing creative marketing plans and reporting results and analytics.

JORDANALEXISCREATIVE.COM

JORSANTOS90@GMAIL.COM

574-206-6292



EDUCATION

Bachelor Degree in Graphic Design
Minor in Marketing
Indiana University South Bend 2014

Certificate in Google SEO
Google Inc. 2022

Google Adwords Certification
Google Inc.
2019

SKILLS

ADOBE CREATIVE SUITE

CONTENT CREATION

FRONT END WEBSITE DEVELOPMENT

MARKETING ANALYTICS

SEO/KEYWORDS

SKILLS

PROJECT MANAGEMENT

SOCIAL MEDIA MANAGEMENT

MARKETING STRATEGY

REPORT CREATION & DESIGN

BRAND MANAGEMENT

EXPERIENCE

MARKETING & COMMUNICATIONS SPECIALIST

- Create and Implement Quarterly Marketing Plan
- Manage social media channels, website, press releases, blog, and email marketing campaigns
- Report marketing analytics to Executive team on a monthly basis
- Manage Mapletonics brand
- Handle all external communications

MAPLETRONICS

GOSHEN, IN

2018-CURRENT

MARKETING COORDINATOR

- Developed & designed marketing collateral
- Coordinated trade show schedule
- Assisted in website management as well as social media and blog
- Created yearly marketing plan and adhered to deadlines set by plan
- Designed marketing ads for major medical publications

CHAMPION, INC.

ELKHART, IN

2016-2018

MARKETING COORDINATOR

- Ran social media accounts
- Created marketing collateral
- Launched and ran website
- Designed all branded materials
- Coordinated community events

K.E.Y.
BOUTIQUE
NAPPANEE, IN

2014-2016