



JORDAN VOLLMER

Storyteller • Content Strategist • Marketing Professional

RELEVANT EXPERIENCE

SOCIAL MEDIA & CONTENT COORDINATOR

PostProcess Technologies | Buffalo, NY | June 2024 - Present

- Lead the development of cross-departmental content creation for marketing initiatives, including case studies, email campaigns, blogs, photos, videos, events, webinars, and print/digital collateral.
- Develop compelling LinkedIn and website content to drive lead generation and enhance brand visibility, while tracking metrics.

FREELANCE CREATIVE CONSULTANT

Self-Employed | Remote | Oct. 2020 - Present

- Oversee a portfolio of clients to consistently deliver high-impact marketing solutions that align with business needs and objectives.
- Demonstrate exceptional time management skills to effectively balance multiple projects and deadlines at once.
- Increased social media followers for client by 138% and grew website traffic by 2,133%.

MARKETING MANAGER

ETS, Inc. | Remote | March 2021 - March 2024

- Implemented marketing strategies for four offices that align with brand objectives and catered to both candidates and clients through all touch points.
- Produced a diverse range of copywriting & design content.
- Managed all company-wide social media platforms to maximize exposure and follower growth across various platforms, leveraging content calendars and visual storytelling to drive lead generation.
- Executed paid and targeted advertising campaigns through Facebook, Google Ads, LinkedIn, TikTok, YouTube, Snapchat, and Herefish emails.
- Analyzed performance metrics, adjusting content strategies based on data insights.

MEDIA COORDINATOR

Spinoso Real Estate Group | Syracuse, NY | Aug. 2019 - March 2021

- Executed marketing initiatives and implemented campaigns for 20+ enclosed mall properties and corporate company.
- Produced compelling website articles and email newsletters that aligned with industry trends and target audience.
- Designed impactful digital and print collateral to effectively capture brand essence and visual engagement.

INBOUND MARKETING INTERN

Protocol 80 | Bradford, PA | Sept. 2018 - July 2019

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 jordanvollmer.com

EDUCATION

ST. BONAVENTURE UNIVERSITY

M.A. in Integrated Marketing Communications
2019 - 2020

ST. BONAVENTURE UNIVERSITY

B.A. in Journalism & Strategic Communications
2015 - 2018

EXPERTISE

- Microsoft Suite, Google Drive, Slack
- Adobe Creative Suite, Canva
- Instagram, Facebook, X, LinkedIn, TikTok, YouTube, Threads, Snapchat
- Google Analytics (GA4), Google Ads
- Wordpress, Weebly, Squarespace
- Mailchimp, Brevo, Pardot
- Hubspot, Salesforce
- Monday.com
- Chatgpt, Gemini
- Copywriting & SEO
- Graphic Design
- Social Media Advertising (Organic & Paid)
- Video Editing
- Content Marketing
- Analytics Reporting
- Email & SMS Marketing