

JORDAN VOLLMER HIETANEN

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Social media and content strategist with 7+ years of B2B and B2C experience in content creation, campaign management, and building engaged audiences across platforms.

WORK EXPERIENCE

Social Media & Content Coordinator | PostProcess Technologies

June 2024 - Present

- Spearhead cross-departmental content strategy and creation for B2B marketing initiatives spanning case studies, email campaigns, blogs, photography, video, events, webinars, and print/digital collateral.
- Grew LinkedIn engagement rate from 4% to 8–10% within the first year by overhauling content strategy and optimizing posting cadence.
- Manage a 20+ post/month content calendar across social media platforms, maintaining consistent brand voice and maximizing audience reach.

Freelance Creative Consultant | Self-Employed

Oct 2020 - Present

- Manage a portfolio of clients delivering social media, content, and digital marketing solutions tailored to individual business objectives.
- Drove 138% follower growth and 2,133% increase in website traffic for a client through targeted content and social media strategy.

Marketing Manager | ETS, Inc.

Mar 2021 - Mar 2024

- Managed company-wide social media across all platforms, driving follower growth and lead generation through content calendars and visual storytelling.
- Executed paid ad campaigns across Facebook, Google Ads, LinkedIn, TikTok, YouTube, Snapchat, and email automation.

Media Coordinator | Spinoso Real Estate Group

Aug 2019 - Mar 2021

- Executed marketing campaigns, content creation, and digital/print collateral for 20+ commercial real estate properties.
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EDUCATION

Master of Arts in Integrated Marketing Communications

St. Bonaventure University

2019 - 2020

Bachelor of Arts in Journalism and Strategic Communications

St. Bonaventure University

2015 - 2018

SKILLS & TOOLS

- **Technical Skills:** Google Analytics, HubSpot, Adobe Creative Suite, Canva, CapCut, Mailchimp, Monday.com, WordPress, Squarespace, Weebly, Google Ads
- **Platforms:** Instagram, TikTok, LinkedIn, Meta, YouTube
- **Core Competencies:** Content Strategy, Social Media Management, Copywriting, Graphic Design, Paid & Organic Social, Email & SMS Marketing, SEO, Analytics Reporting, Campaign Management, Branding