

Jordan Stewart

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WORK EXPERIENCE

Marketing Specialist | Scout & Cellar | 07/2024 - Present

- Increase organic social reach by over 100% monthly, driving greater brand visibility and engagement through strategic content planning/execution and trend analysis
- Lead the development and execution of email and social media strategies that aligned with brand goals, resulting in increased sales month over month
- Track and analyze key performance metrics across social and email platforms, delivering actionable insights in monthly updates and presentations to senior leadership

Flight Attendant | Delta Air Lines | 03/2024 - 07/2024

- Ensure passenger safety through compliance with FAA regulations and Delta protocols, while delivering exceptional customer service to enhance satisfaction

Social Media & Marketing Manager | Miracle Flights | 06/2023 - 03/2024

- Develop and manage social media and email editorial calendars, ensuring alignment with overarching marketing objectives and timely execution
- Achieved over 18.6 million media impressions and a readership of 159 million in 2023, generating over \$635K in PR revenue
- Boosted social media metrics with a 16% increase in followers, 46% rise in reach, 47% growth in engagement, and over 3000% increase in impressions
- Conceptualize, execute, and oversee influencer marketing initiatives and campaigns that amplify brand presence
- Elevated email marketing performance, driving a 178% year-over-year increase in pledges

Social Media & Marketing Supervisor | TAO Group Hospitality | 09/2022 - 05/2023

- Oversee and schedule social media assets for multiple high-profile venues, including TAO Nightclub, TAO Asian Bistro, TAO Beach Dayclub, Marquee Nightclub, Marquee Dayclub, Beauty & Essex, and LAVO Restaurant
- Develop short-form videos (TikTok and Instagram Reels), leveraging visual storytelling to create shareable experiences that resonate with the target audience
- Coordinate static and digital billboards for various venues, integrating creative elements to reinforce marketing campaigns and promotions
- Contribute content ideas that align with emerging trends, positioning the venues as trendsetters in the hospitality industry

Social Media Manager & Content Writer | Deux Rosé Beauty Refinery | 08/2021 - 09/2022

- Create and edit content across multiple social media accounts (Instagram, TikTok, Facebook, Pinterest and Yelp)
- Write and maintain weekly blog posts with SEO optimization
- Create, establish and promote social media and marketing campaigns

Digital Content Creator & Editor | Freelance | 10/2019 - 08/2022

- Create, produce, and edit videos per client needs
- Edit digital content (videos, podcasts, etc.) based around set objectives
- Establish organic growth and maintain a brand identity across various social media platforms

SKILLS AND APPLIED EXPERIENCE

Adobe Creative Cloud

Premiere Pro, Photoshop, Lightroom

Microsoft Office Suite (MOS Certified)

Word, PowerPoint and Excel

Email Marketing

HubSpot, MailChimp, Constant Contact

Video and Audio Editing

Final Cut Pro, iMovie, Audacity, Premiere Pro

Google Analytics

Universal, GA4

Social Media Management Tools

Hootsuite, Sprout, Later

EDUCATION

Kennesaw State University | B.S. in Media & Entertainment

- GPA: 3.95 | Honors/Recognition: Recognized for Dean's List or President's List for every completed semester; Top 10% of graduating class