

# Jordan Stewart

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Digital Portfolio: [jordanstewartdigitalportfolio.godaddysites.com](http://jordanstewartdigitalportfolio.godaddysites.com)

## WORK EXPERIENCE

**Social Media Specialist** | Full Glass Wine Co. | 07/2024 - Present

Brands: Scout & Cellar, Winc, Splash Wines, Wine Insiders, Full Glass Wine Co.

- Drive 100%+ monthly growth in organic social reach by developing trend-informed content strategies, optimizing posting cadence, and tailoring content to platform-specific audiences
- Created several social posts that surpassed 1M+ views, boosting overall brand engagement
- Manage influencer partnerships across multiple wine brands, aligning collaborations with brand positioning and campaign goals to boost reach and credibility
- Track and analyze key performance indicators (KPIs) across social and email platforms, providing clear, data-driven insights in monthly reports and executive presentations
- Collaborate cross-functionally with creative and brand teams to ensure consistency in voice, visuals, and messaging across all consumer touchpoints

**Social Media & Marketing Manager** | Miracle Flights | 06/2023 - 07/2024

- 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