

Jordan Gaither

Creative Director | Brand Strategist

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Professional Summary

Proven expertise in executing creative strategies that increased audience engagement by 50%, improved MQL conversion rates by 30%, and boosted production efficiency by 40%.

Innovative and results-driven Creative Director with 15+ years of experience leading multidisciplinary teams in design, video, and copywriting to drive brand integrity and business growth. Adept at balancing strategic vision with hands-on execution, fostering collaboration across departments, and leveraging data-driven insights to enhance campaign effectiveness and brand perception. Passionate about storytelling and developing compelling content that drives measurable business impact.

Core Competencies

- Creative Strategy & Execution
- Brand Development & Management
- Cross-Functional Collaboration
- Leadership & Team Development
- Multichannel Marketing Campaigns
- Data-Driven Decision Making
- Adobe Creative Suite, Figma, After Effects
- Project & Resource Management (Asana, Trello)

Professional Experience

Creative Media Manager

Cofense | 12/2021 – 09/2024

- Led design, video, and copywriting teams to create compelling assets that increased engagement by 50% across digital channels.
- Developed and enforced brand storytelling standards, ensuring consistency across campaigns and global initiatives.
- Partnered with product and sales teams to craft creative assets that supported product launches and demand-generation efforts, leading to a 30% increase in MQL conversion rates.
- Optimized creative workflows and resource allocation, improving production efficiency by 40% while maintaining high-quality outputs.

- Spearheaded data-driven content strategies, leveraging audience insights to enhance campaign effectiveness and brand perception.

Director of Creative Media Design

Swank Banana Marketing, LLC | 12/2009 – 01/2024

- Developed and executed brand strategies that contributed to a 60% increase in brand awareness and customer engagement.
- Managed multidisciplinary teams, mentoring talent and implementing best practices to improve creative execution and efficiency.
- Implemented storytelling-driven video content, resulting in a 35% boost in audience retention and social media interactions.
- Led rebranding initiatives for multiple clients, aligning creative outputs with evolving business objectives and market trends.

Creative Marketing Consultant & Video Producer

Evertex | 08/2016 – 01/2017

- Created targeted multimedia campaigns that led to a 25% increase in lead generation and brand recognition.
- Produced high-impact video content, leveraging storytelling techniques to engage enterprise audiences.

Education

B.S. Communications

Northern Michigan University

Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)
- Figma, Canva, Google Suite, PowerPoint
- Video Production & Editing
- Analytics Platforms (Google Analytics, Tableau)
- Project Management (Asana, Trello)