

Breanna Jordan

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Digital Operations & Data Analyst

Detail-driven professional bridging HR operations and digital media support. Skilled in coordinating campaign assets, tracking deliverables, and ensuring data accuracy across systems. Experienced with Facebook Ads, HubSpot, Trello, Excel, SQL, and Tableau to streamline workflows and visualize performance trends. Passionate about building efficient processes that enhance team collaboration and client satisfaction.

CORE COMPETENCIES

Ad Operations Support • Data Cleaning & Reporting • Digital Campaign Coordination • Facebook Ads Manager • Excel (PivotTables & Reports) • SQL / MySQL Queries • Tableau Dashboards • Cross-Functional Collaboration • HubSpot & Trello Tracking • Agile & Scrum Workflow • Quality Assurance • Client Communication

WORK EXPERIENCE

LESSONLY | Indianapolis, IN

02/2020 - 11/2021

People Operations & Onboarding Support

- Coordinated documentation and onboarding for 15–20 new hires weekly, ensuring compliance and accuracy across HR systems.
- Produced weekly onboarding and diversity reports in Excel, improving scheduling efficiency by 30% and data integrity by 25%.
- Partnered with external applicants, vendors, and suppliers on scheduling, logistics, and office operations to meet strict timelines.
- Leveraged Google Workspace and Jobvite ATS for data tracking, reporting, and cross-team communication.
- Supported early digital content initiatives and internal reporting projects that mirrored ad-ops coordination workflows.

INFOSYS | Indianapolis, IN

03/2019 - 02/2020

Jr Associate

- Helped diagnose problems, resolve simple issues, and identify areas for improvement in internal processes.
- Analyzed requirements and conducted secondary research to support knowledge transfer and consulting solutions.
- Helped prepare summary notes and materials for team leads and project reviews.
- Participated in group testing and feedback sessions for new internal tools.
- Collaborated with coworkers to keep project information accurate and on schedule.

AFTERSCHOOL HQ | Indianapolis, IN

06/2019 - 8/2019

Scrum Master Intern

- Facilitated Agile ceremonies for a 5-person EdTech team using Trello to track sprint tasks, reducing delays by 25%.
- Supported project management and QA testing for youth-focused software, gaining exposure to tag implementation and user experience evaluation.
- Tracked sprint milestones and backlog items in Trello, improving sprint delivery consistency by 25%.
- Collaborated with developers, designers, and stakeholders to remove blockers and ensure alignment on project goals.
- Produced weekly status updates for leadership to improve visibility into sprint velocity and backlog progress outcomes and team velocity.
- Gained valuable exposure to EdTech operations, program impact reporting, and youth-focused technology development.

EDUCATION

THE UNIVERSITY OF ARIZONA | Tucson, AZ

Expected Graduation Dec 2025

College of Information Science, Applied Computing and Information Technology

AWARDS

- 2025 Dean's List with Distinction
- 2024 Dean's List

VOLUNTEER

Mentors of Color | Remote Contract Support

2022 – 2023

- Used HubSpot CRM to track mentor/mentee applications and automate follow-ups, enhancing pipeline visibility and reporting accuracy.