

# JORDAN McGHEE

## Software Developer

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### KEY SKILLS

- React
  - Full Stack Dev
  - Responsive Design
  - RESTful APIs
  - Typescript
  - SQL/postgreSQL
  - Version Control
  - AI Integration
  - CI/CD
  - Prototyping
  - Wireframing
  - A/B Testing
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### EXPERIENCE

#### **Manager, Creative Services** | DemandScience | Atlanta, GA | JUN 2023 - JUN 2025

- Led a team of 4 creative professionals in delivering high-impact, multi-channel marketing campaigns for B2B clients.
- Collaborated directly with clients during discovery sessions to craft tailored messaging and creative assets that aligned with their business goals and product offerings.
- Improved operational efficiency by refining internal workflows, reducing campaign creative turnaround time from 7 business days to 5.

#### **Sr. Digital Designer** | Terminus ABM | Atlanta, GA | JUN 2018 - JUN 2023

- Spearheaded the expansion of creative offerings to include HTML5, video, and audio ad production, broadening service capabilities and increasing revenue opportunities.
  - Developed copy and creative assets for diverse verticals and multiple stages of the B2B customer funnel, driving CTRs 3x higher than industry average (1.2% vs 0.4%)
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### PROJECTS

#### **D4K 2025** [CODE](#) | [WEBSITE](#)

A mobile-first web app and POS system built for the 6th annual D4K charity party. Built to handle 200+ unique users, 500+ orders, and 600+ drinks made with order-tracking, live leaderboard updates, admin analytics and yearly updates.

#### **Boogie's Mini Markets** [CODE](#) | [WEBSITE](#)

Developed with a mobile-first, component-based approach, this project includes animated promotional components, lead capture flows, and UX decisions informed by real operational needs, bridging digital design with a physical product experience for my business.

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### EDUCATION

#### **Coding Dojo** | Online | Fullstack Web Development Certificate

#### **University of Missouri** | Columbia, MO | BA Journalism, Radio-TV Production