

# Jordan T. Wall

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Pittsburgh, PA



## Skills

Sales Management

Lead Generation

Strategic Marketing

Digital Advertising

Customer Relations Management

## Proficiencies

Facebook

Advertising

Microsoft Office

HubSpot

VanillaSoft

HTML

CSS

JavaScript

Python

## Education

Bachelor of Science, Economics

Concentration: Managerial Economics,

George Mason University Fairfax, VA

2010-2014

## Professional Experience

### Wall Insurance Agency, Pittsburgh, PA

6/2018 – Present

Wall Insurance Agency is a niche, independent insurance brokerage and subsidiary of Innovative Financial Group. The Agency specializes in providing A+ rated life and annuity products from companies such as Mutual of Omaha, AIG, Royal Neighbors of America, Foresters Financial, and Liberty Bankers Life. Wall Insurance Agency operates in Ohio, West Virginia, and Pennsylvania.

### Owner/Operator

6/2018 – Present

- Successfully launched a new insurance agency from the ground up.
- Design advertisements and perform A/B testing to maximize performance and minimize ad cost.
- Deploy multifaceted advertising campaigns to generate leads and increase brand awareness.
- Execute strategic engagement campaigns using SMS, click funnels, and traditional cold calling.
- Schedule meetings to consult with prospective clients; either virtually or in person.
- Discuss financial goals and health concerns to present the best insurance plan for the client based on their specific needs.
- Conduct health screenings, schedule medical exams, and facilitate underwriting with the insurance company.
- Utilize CRM to maintain customer relations long term and generate repeat business.
- Personally generated over \$650,000 in insurance revenue for client companies.

### American Income Life Insurance Co. - Arias Agencies, Wexford, PA

1/2016 – 06/2018

American Income Life Insurance Company is an A+ rated life insurance company specializing in life, accident, and supplemental health products to protect members of labor unions, credit unions, associations, and their families.

### Regional Manager, State College, PA

2/2017-06/2018

- Responsible for recruiting, interviewing, hiring, training and continued success of all new agents.
- Mentored and managed three Supervising Agent teams; a total of 15-20 agents.
- Designed and implemented a new two-week training protocol for probationary agents; which was adopted company-wide.
- Consistently outperformed sales and recruiting expectations.

### Supervising Agent, Pittsburgh, PA/State College, PA

3/2016-2/2017

- Responsible for the training, mentorship, and motivation of 3-5 agents.
- Organized call nights, training workshops, and individual goal setting meetings.
- Successfully launched a new office in State College, PA in September 2016. The office is still a top performing office in the company.

### Insurance Agent, Pittsburgh, PA

1/2016 – 3/2016

- Cold call insurance leads and referrals to set appointments.
- Meet with clients and their families, build relationships, and advise clients on AIL insurance products to protect their assets.

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## Professional Experience Continued

### Nexus Solutions, Inc. Carnegie, PA

5/2014-12/2015

Nexus Solutions is a premier executive search and management consulting firm specializing exclusively in the construction industry. The firm provides a wide array of services including strategic, succession, and compensation planning, as well as merger and acquisition consulting.

#### Senior Account Executive

5/2014-12/2015

- Interface with clients to identify core needs within the client's organization.
- Construct an ideal candidate profile in the interest of providing the client with comprehensive candidate-based solutions.
- Perform in-depth market research to identify target candidates.
- Apply creative and unconventional tactics to contact and network with qualified candidates within the marketplace.
- Facilitate the interview process and assist in salary negotiation.

### The Atlantic Remodeling Corporation, Baltimore, MD

9/2011 – 5/2014

The Atlantic Remodeling Corporation is a \$15M regional contractor specializing in providing roofing, windows, and siding replacement services.

#### Marketing Manager, Fairfax, VA

2/2013 – 5/2014

- Responsible for recruiting, training, mentoring, and managing the Fairfax Marketing Team.
- Revised recruitment strategy; tripling the number of marketing associates on staff.
- Conducted daily training sessions on products, presentation, and professional demeanor.
- Established interoffice culture promoting comradery while upholding corporate core values.
- Personally generated over \$400k in sales between 2011-2014.
- Awarded "Employee of the Month" 11 times during tenure and "Employee of the Year 2013".

#### Assistant Marketing Manager, Fairfax, VA

11/2011-2/2013

- Responsible for directing and motivating a marketing team to generate leads for the sales team.
- Broke the Fairfax office sales record with \$65k net sales during the month of September 2012.

#### Marketing Associate, Baltimore, MD

9/2011-11/2011

- Combine customer service with technical knowledge to interact with homeowners in a courteous and professional manner.
- Coordinate with sales staff and potential clients to set up in-home estimates.