

# Jordan Mittelman

Software Engineer.  
Digital Strategist.  
Brand Builder.

*Driven to understand and create, I deeply contemplate customer journeys and combine insightful observations with broad vision to deliver astutely branded and personalized omni-channel experiences enhanced with technology.*

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triplespice

## Experience

### Software Engineering Immersive Program

General Assembly, Washington DC 4/19 - 8/19

Completed three-month, 500-hour full-time and full-stack web development program providing experience with the latest front- and back-end programming languages, tools, and methodologies. Created several projects:

#### Trivia Round-Up

A rodeo themed trivia game built with HTML, CSS, and JavaScript.

#### Rec|Creation

A MERN app that enables users to browse games for events and parties.

#### Shift Change

A MERN app to help retail managers come up with staff training lessons.

### Marketing and Business Consultant

Various Clients, Washington DC 2/16 - 4/19

Provided business analysis and branding advice, developed marketing plans to direct company growth, created layouts to overhaul company websites, and contributed content in freelance role for outdoor industry businesses.

### Director of Marketing

Pacers Running, Washington DC 11/14 - 1/16

Evolved branding and implemented brand standards for a running store chain. Developed the company website and content strategy, creating an automated email marketing program and editorial calendar. Led other promotional efforts through paid and earned media. Managed coworkers as well as key vendors of services such as design, video production, and web development.

### General Manager

BicycleSPACE, Washington DC 4/10 - 8/14

Took the lead on all aspects of creating a start-up bicycle shop from the ground up and achieved 30% sales growth year over year accompanied by a jump from four original employees to thirty. Devoted heavy focus to marketing needs and went to extensive effort to build a customer base from scratch. To maximize a slim budget, utilized a well-rounded strategy primarily reliant on content creation, organizing events, and social media engagement. As the company grew, led an effort to evolve branding positioning through analysis and research into the business' market.

## Education

**Software Engineering Immersive Program**, General Assembly, Washington DC  
**BA, Government and Politics**, University of Maryland, College Park

## Skills

HTML

CSS

JavaScript

MongoDB

Node.js

Express

React

Bootstrap

Django

Python

Git

Github

Project Management

Analysis

Branding

Content Strategy

Writing

Editing

Problem Solving

Journey Mapping

Design Thinking