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, omni-channel experiences empowered by technology.

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jmittelman

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. Capstone projects:

Trivia Round-Up	**Rec|Creation**	**Shift Change**
A rodeo-themed trivia game built with HTML, CSS, and JavaScript.	A MERN app that enables users to browse games for events and parties.	A MERN app to help retail managers utilize staff training lessons.

Marketing and Business Consultant
Various Outdoor Industry 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.

Director of Marketing
Pacers Running, Washington DC   11/14 - 1/16

- Evolved and implemented brand standards guide for a run store chain.
- Developed company website and content strategy, creating an editorial calendar and an automated email marketing program.
- Led other promotional efforts through paid and earned media to grow social following by 35% and increase race and event participation by 25%.
- 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 4 original employees to 30.
- 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.
- Developed company website and established content-rich blog, producing unique articles as well as videos, lookbooks, and guides.
- 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

Express   React

Bootstrap

Django   Python

Git   Github

Project Management

Analysis   Branding

Content Strategy

Writing   Editing

Problem Solving

Journey Mapping

Design Thinking