# 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.

jordanmittelman@gmail.com

CSS

Node

React

Python

Github

Branding

Editing

Project Management

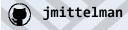
Content Strategy

Problem Solving

Journey Mapping

Design Thinking

jmittelman.github.io



Skills

JavaScript

MongoDB

Express

Django

Analysis

Writing

Git

Bootstrap

HTML

## **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

A rodeo-themed tri

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 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