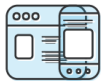


# Jordan Mittelman



**Marketing Strategist**



**Software Engineer**



**Brand Builder**

## Profile

I leverage cross-over skills including design thinking and coding to implement innovative marketing strategies that get people excited about brands.

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.

## Skills

Project Management

Branding

Analysis

Content Strategy

Writing

Editing

Coding

Problem Solving

Journey Mapping

Design Thinking

## Toolkit

HTML/CSS

JavaScript

MongoDB

Node

Express

React

Bootstrap

Python

Git

Github

Wordpress

Photoshop

InDesign

## Contact



jordanmittelman@gmail.com

301.404.3255

ribbonchase.com



## 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.

### ***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

- Designed company website and content strategy, including implementation of an editorial calendar and an automated email marketing program.
- Developed and executed integrated marketing campaigns to drive interest in specific vendor partners, product releases, and store sales and events.
- Initiated promotions through paid and earned media to grow social following by 35% and increase race and event participation by 25%.
- Led coworkers and managed key vendors of design, video production, and web development services.
- Revised and upgraded brand standards guide for company.

### ***Founding General Manager***

BicycleSPACE, Washington DC 4/10 - 8/14

- Took the lead on all aspects of creating original store concept including branding and design, business and personnel systems, product line and vendor relations, and marketing plan. Achieved 30% sales growth year over year and increase in personnel from 4 to 30. Attained city-wide status as "best bike shop" by *City Paper*.
- Marketing plan featured by *BBC News* for innovative outreach to community through events (including monthly themed rides that drew hundreds of participants), co-sponsorships, and development of creative content in video, blog, lookbooks, and guides.
- Led all staff training and emphasized delivery of superb customer service informed by human-centric design and customer journey mapping.
- Conducted market research to advise owners on growth strategies.

## Education

### ***Software Engineering Immersive Program***

General Assembly, Washington DC

### ***BA, Government and Politics***

University of Maryland, College Park