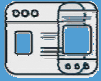


JORDAN MITTELMAN



Marketing Strategist



Software Engineer



Project Manager

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



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ribbonchase.com

Experience

Marketing and Business Consultant

Outdoor Industry Clients, Washington DC 2/16 - present

- 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.

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.

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