

JORDAN HEATWOLE

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EXPERIENCE

Web Specialist | Tyler Technologies | 07/2019 – Present

Create and update web pages on company website; execute web design projects including intranet redesign, annual event microsite, custom Marketo landing pages and templates, and more; manage web request workflow; and serve on digital task force that offers digital projects to vertical marketing teams

Freelance Writer | Self-Employed | 04/2015 – Present

Ghostwrite articles, blog posts, and other online marketing content for various content marketing companies and direct clients

Marketing Content Specialist | Tyler Technologies | 07/2017 – 07/2019

Created and managed marketing content; tracked, analyzed, and reported on marketing content performance

Lead Content Developer | Tyler Technologies | 03/2017 – 07/2017

Content Developer | Tyler Technologies | 01/2015 – 03/2017

Received ScrumMaster certification and served as ScrumMaster; served as Jira and RoboHelp subject matter expert; created and maintained online help systems; edited and formatted technical documentation; promoted to team lead after 2 years

Operations Support/Writer | CIG Logistics | 09/2014 – 12/2014

Kept thorough documentation ranging from meeting minutes to system requirements to change management procedures and more as privately held company merged with public-facing company

Writer/QA/Support | TimeForge | 02/2014 – 09/2014

Served as front-line support, internal and external content writer, editor, and exploratory tester

EDUCATION

B.A. in Technical Communication | Texas Tech University | 12/2013

TOOLS

Analytics

Google Analytics | Google Data Studio | Google Search Console | Google Tag Manager | Moz | PowerBI

Email Marketing

BananaTag | MailChimp | Marketo

Web

AddThis | AWS | BrowserStack | Cognito Forms | Coveo | Crazy Egg | DNN | PageProofer

Other

Adobe Creative Suite | Confluence/Jira | Microsoft Dynamics CRM | Office 365 | RoboHead | RoboHelp | Seismic | Wistia

