Jordan Heatwole

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Experience

Director of Marketing | Mandry Technology Solutions | 04/2021 – Present

Define brand identity including buyer personas, competitive positioning, offering, personality, voice, story, and visuals; create content (blogs, white papers, case studies, client stories, etc.); design graphics, document templates, and web assets; plan and execute marketing campaigns around conferences/trade shows, specific themes/messages, and general brand exposure; write, design, and schedule social media posts; manage editorial calendar; set marketing budget and track expenses; work with executive leadership for input, buy-in, and approvals; create internal documentation to align company culture around brand identity

Web Specialist | Tyler Technologies | 07/2019 – 04/2021

Created and updated web pages on company website; executed web design projects including intranet redesign, annual event microsite, custom Marketo landing pages and templates, and more; managed web request workflow; served on digital task force that offered digital projects to vertical marketing teams

Freelance Writer | Self-Employed | 04/2015 – 03/2021

Ghostwrote 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 and campaigns; tracked, analyzed, and reported on marketing content/campaign 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
Writer/QA/Support | TimeForge | 02/2014 – 09/2014

Education

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

Tools

Adobe Creative Suite | Airtable | AWS | BananaTag | BrowserStack | Cognito Forms | Confluence | Coveo Crazy Egg | DNN | Google Analytics | Google Data Studio | Google Search Console | Google Tag Manager HubSpot | Jira | MailChimp | Marketo | Microsoft Dynamics CRM | Moz | Office 365 | PageProofer | PowerBI RoboHead | RoboHelp | Seismic | Wistia