

# JORDAN SMITH

## Experienced Technology Executive

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📍 San Francisco, California

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## SUMMARY

With over a decade of experience in strategic planning and media relations in the technology sector, I bring a proven track record of driving brand visibility and client satisfaction. My expertise in leading diverse teams and managing key accounts, combined with my ability to secure coverage in top-tier outlets, positions me to make a significant impact. My biggest career achievement has been maintaining a client retention rate of over 90%, demonstrating my commitment to delivering exceptional results.

## EXPERIENCE

### Account Director

#### Edelman

⌚ 2019 - 2023 📍 San Francisco, California

Managed key accounts in the technology sector, focusing on strategic planning and media relations.

- Developed and executed strategic communication plans for 10+ major tech clients, resulting in a 30% increase in brand visibility.
- Managed a team of 15+ account executives, fostering a collaborative environment that boosted team productivity by 40%.
- Secured media coverage in top-tier technology and business outlets, increasing client exposure by 50%.

### Senior Account Manager

#### Weber Shandwick

⌚ 2016 - 2019 📍 San Francisco, California

Oversaw account management for technology clients, with a focus on media relations and strategic planning.

- Managed 8+ key tech accounts, leading to a 25% increase in client retention.
- Coordinated with cross-functional teams to execute strategic plans, resulting in a 35% increase in project success rate.
- Secured speaking opportunities for clients at major industry events, boosting brand recognition by 30%.

### Account Manager

#### Ketchum

⌚ 2013 - 2016 📍 San Francisco, California

Managed client accounts in the technology sector, focusing on media relations and strategic planning.

- Handled 5+ major tech accounts, leading to a 20% increase in client satisfaction.
- Worked closely with teams to execute strategic plans, boosting project success rate by 30%.
- Secured media coverage for clients in top-tier outlets, increasing brand visibility by 40%.

## STRENGTHS



### Strategic Planning

Led a team of 20+ in developing and executing strategic plans, resulting in a 35% increase in efficiency.



### Collaboration

Worked closely with cross-functional teams to drive project success, leading to a 45% increase in team productivity.



### Media Relations

Established strong relationships with top-tier technology and business outlets, increasing brand visibility by 50%.

## SKILLS

### Strategic Planning

### Media Relations

### Team Leadership

### Project Management

### Corporate Communications

### Event Planning

### Content Development

### Cybersecurity

### IoT

### 5G

### Cloud

## KEY ACHIEVEMENTS



### Team Leadership

Successfully led diverse teams in high-pressure environments, fostering collaboration and boosting productivity.



### Your Achievement

Describe what you did and the impact it had.

## EDUCATION

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Master's Degree in Business Administration

**Stanford University**

⌚ 2011 - 2013 ⚖ Stanford, California

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Bachelor's Degree in Communications

**University of California**

⌚ 2007 - 2011 ⚖ Berkeley, California