

SOPHIA JORDAN

Delaware, OH

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Portfolio: <https://sdavis525.github.io/devPortfolio/>

GitHub: <https://github.com/sdavis525?tab=repositories>

Written Samples can be provided upon request

SUMMARY:

Creative and strategic Digital Marketing & Content Leader with 8+ years of experience driving brand growth through storytelling, performance marketing, and cross-channel campaigns. Built a personal food content platform that led to partnerships with Kroger, local restaurants, and spice brands. Combines design sense with data fluency to lead content, campaigns, and community engagement. Known for stepping into leadership, owning brand voice, and creating value through authentic storytelling and results-driven marketing.

CORE SKILLS:

Canva • Procreate • Adobe Suite (Photoshop, Premiere) • Photography & Video Production
• Email Marketing • Social Media • SEO • Google Analytics • HubSpot • HTML5 • CSS3
• Responsive Design • JavaScript basics • CMS (WordPress, Squarespace) Leadership • Team Collaboration • Client Relations • Project Management • Brand Storytelling

PROFESSIONAL EXPERIENCE:

Math Educator (4th/5th Grade)

United Schools – Columbus, OH | Aug 2023 – Present

- Delivered engaging, high-impact math instruction using district-provided curriculum
- Boosted student achievement by 2+ grade levels among lowest-performing groups through structured support and differentiated learning
- Built strong classroom culture and student trust, applying communication and leadership skills transferable to creative team environments

Digital Marketing & Content Specialist

Pure Marketing – Remote | Jun 2020 – Jun 2023

- Led creative execution of campaigns across social, email, and web, increasing client engagement by 40%+
- Produced 100+ branded content assets including short-form video, graphics, and blog content
- Used analytics tools to report on performance and guide content and strategy decisions

- Acted as creative lead on projects, aligning visuals and voice with client goals and audience behavior

Independent Content Creator – Food & Lifestyle

@TheSophWay – Columbus, OH | 2018 – Present

- Created branded recipe, lifestyle, and food content in partnership with **Kroger, local restaurants, and regional spice companies**
- Developed original photo/video content and published across social platforms and blog
- Managed creative direction, content calendar, and campaign results

Sales & Leasing Consultant

Mercedes-Benz | Germain Motor Co. – Columbus, OH | Jun 2018 – May 2020

- Closed over \$800K in annual vehicle sales by delivering personalized, brand-aligned experiences
- Leveraged storytelling and visual presentation skills to position vehicles as lifestyle assets
- Strengthened negotiation and emotional intelligence in a fast-paced, high-trust setting

Marketing & Communications Coordinator

Franklin University – Columbus, OH | Mar 2018 – Dec 2019

- Designed marketing collateral using Adobe Creative Suite and Canva for digital and event campaigns
- Contributed to email marketing and internal communications strategy
- Supported consistency in messaging across web, email, and internal platforms

Operations Manager

LA Fitness – Columbus, OH | May 2016 – Jun 2018

- Oversaw team of 25+ staff, managing schedules, payroll, and customer engagement
- Created and executed local marketing efforts that boosted new member walk-ins by 25%
- Led internal communications and handled high-level customer issue resolution

EDUCATION:

Master of Science in Marketing and Communications, Franklin University, 2020

Bachelor of Arts in Family and Child Development, The University of Akron, 2016

CERTIFICATIONS: Full Stack Coding , The Ohio State University, July 2022