

# Jordan Gillies

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## EDUCATION

**University of Fort Lauderdale**

**Fort Lauderdale, FL**

*Bachelor of Arts in Liberal Arts*

*(Concentration in Psychology/Broadcasting)*

May 2025

- **GPA:** 3.7 / 4.0

## CERTIFICATIONS

- **Google Marketing & E-commerce Certification** (E-commerce strategy, product listings, campaign planning, email marketing, performance tracking, Google Ads, Shopify)
- **HubSpot Academy Content Marketing** (SEO, blogging, content strategy, buyer personas, lead generation)
- **Google Ads Search** (Keyword targeting, ad copywriting, bid strategies, campaign optimization)
- **Google Ads Creative** (Display and video ad creation, creative best practices, responsive ad formats)
- **AI-Powered Performance Ads** (AI-driven targeting, creative automation, performance analytics, dynamic ad optimization)

## WORK & LEADERSHIP EXPERIENCE

Riddim n Brunch (RNB) – Jamaica

Marketing & Event Director

2024–Present

- Directed digital strategy across Facebook, Instagram, Google Ads, and Mailchimp to promote sold-out events with 300+ attendees.
- Created and scheduled social posts, short-form videos, and email content; built and maintained an editorial calendar.
- Produced compliant B2B email campaigns for sponsors with a 35% average open rate.
- Secured brand deals with Pepsi, Ocean Spray, Red Bull, AU Vodka, and Aperol through targeted outreach and pitch decks.
- Designed branded content using Adobe Creative Suite, Canva, and CapCut achieving over 100K organic impressions.
- Managed ad performance reporting (CTR, CPL, ROAS), using data to optimize future campaigns.

Freelance

2023–Present

Content Creator & Digital Brand Partner

- Created immersive and brand-aligned content for Western Union, Boggi Milano, Temu, and Lexi Home, achieving consistent reach of 50K+ views
- Wrote high-converting copy for social media, campaigns, and branded promotions, helping drive product awareness and sales
- Managed and grew social media presence (40K+ TikTok, 7K+ Instagram) through trend-driven storytelling and content planning
- Created branded infographics, promotional graphics, and short-form videos using CapCut, Canva, and Adobe Suite
- Engaged directly with audiences and potential customers, fostering online relationships and driving conversion through comments, DMs, and shares
- Stayed ahead of platform trends and implemented them creatively to boost visibility and virality

Modern Day Club

2022–2025

Marketing Strategist & Talent Consultant

- Managed social media content creation and scheduling across Instagram, LinkedIn, and TikTok for wellness and entertainment brands.
- Built multi-brand content calendars, conducted SEO keyword research, and maintained brand voice consistency.
- Led paid media campaigns on Google and Meta; tracked conversions and optimized for ROAS.
- Collaborated with influencers and creators to scale reach and strengthen brand awareness.
- Delivered data-backed reports to leadership using HubSpot analytics to guide campaign decisions.

Nocturnal Marketing

2020–2023

Marketing Coordinator

- Scheduled, organized, and led branded activations across retail stores, conventions, concerts, and large-scale events to drive brand engagement and product awareness.
- Managed all logistics for on-site activations, including setup, signage, and promotional team coordination.
- Purchased and scheduled radio ad slots and digital display banners across relevant online platforms to expand campaign reach.
- Created and deployed targeted B2B and B2C email campaigns using mailchimp, segmenting lists for financial advisors and clients to improve engagement.
- Implemented A/B tests for email subject lines, layouts, and copy leading to consistent improvements in open and click-through rates.
- Built automated email workflows and nurturing sequences to support promotional cycles and customer retention.
- Delivered detailed end-of-month Excel and PowerPoint performance reports to stakeholders and senior leadership with insights and recommendations.
- Collaborated cross-functionally with sales and design teams to maintain brand alignment across all campaign assets.
- Monitored KPIs including open rates, CTR, and unsubscribes; adjusted strategies based on platform performance trends.

## SKILLS

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**Creative & Technical Skills:** Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom, CapCut, Microsoft Word, Excel, PowerPoint, Mailchimp, Salesforce, Hubspot, hootsuite

**Marketing & Branding Skills:** Brand Strategy & Development, Influencer Marketing & Talent Acquisition, Social Media Marketing & Content Marketing, Paid Media: Google & Meta Ads

**Project & Campaign Management:** Event Production, Team Coordination, Client & Stakeholder Communication, Campaign Analytics & Reporting