



Smart Marketing for
Small Business Success

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Jordan S. Smith

Strategic Marketing and Communications Consultant

PROFILE

Innovative, results producing marketing professional with over eight years experience in marketing strategy and communications. Expertise includes the planning and delivery of all marketing activity. Strengths include the ability to combine superior analytical skills with creative, out-of-the-box thinking, and a proven record of effectively managing multiple tasks without compromise to quality. Organized and effective project manager, providing excellent problem solving and management skills with the ability to translate marketing ideas and design concepts across all organizational levels.

CORE PROFICIENCIES

- Strategic Planning
- Brand Development & Management
- Campaign Management
- Communication Planning
- Marketing Collateral Development
- Web Development & Management
- Market Research & Trend Analysis
- Competitive Analysis
- Project Management
- Email Marketing
- Public Relations
- Teaming Building

SELECTED ACCOMPLISHMENTS

Guided client in creating foundation for marketing communications

Created and executed integrated marketing plan. Plan included development of marketing initiatives and goals, brand and positioning. Researched competition and market trends; identified opportunities for capitalization and growth. Produced USP/uniqueness; outlined specific benefits of services and niche in the market. Identified optimal target market, leading to successful promotional campaign and desired target for new customer leads and sales goals.

Developed, designed and implemented winning email marketing campaigns

Campaigns consistently generated response rates over 30% and conversion rates up to 15%.

Reviewed client sales process for lead leakage

Identified areas of loss and implemented new sales strategy, supporting sales agents with updated training materials and sales collateral. Overall lead leakage reduced by 30%.

Copywriting and collateral development

Directed the design, development, and distribution of marketing communication materials and company collateral. Skilled copywriter; wrote and edited copy for company collateral, ad copy, web content, direct mail pieces and grant applications. Coordinated with local graphic designers to develop visually effective marketing messages.

Website development and management

Coordinated the development and/or redesign of several client websites. Conceptualized design, navigation mapping, interactive areas, and search engine optimization techniques to increase search engine standings and increase lead generation. Generated and maintained website content.

Skilled in public relations and public speaking

Guaranteed successful media relations for client. Developed and distributed press kits, general business releases, news releases; resulting in desired editorial placement. A confident and concise communicator, able to deliver dynamic presentations to diverse audiences.

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PROFESSIONAL EXPERIENCE

Associate: Eben Design, Seattle, 2008 – Present

Marketing Consultant, Owner: Infinity Marketing, 2005 – Present

Admissions & Marketing Director: Port Townsend School of Massage, 2006 – 2008

Marketing Manager: Greenspace Landscape & Design, 2005

Marketing Coordinator: CUNA, 2004

Administrative Assistant, Personal Care Worker: CCLS, Inc., 1998-2004

Marketing & Membership Assistant: Madison Children's Museum, 1997



EDUCATION

Madison Area Technical College: Marketing Degree, Honor's Graduate

Madison Area Technical College: Computer Programming Course Work

Madison Area Technical College: Spanish Study Abroad Program, Spain

PROFESSIONAL ENDORSEMENTS

Jordan Smith has been a powerful force for my business. She is a teacher at heart, and she has taught me how to become my own best asset when it comes to marketing. She's just amazing.—Mike Watters, Colby Creative

Jordan listened to my needs and delivered a thoughtful marketing plan that incorporated my vision and stayed within my budget. Jordan is confident, reliable, and innovative. She possesses the skills needed to take marketing to the next level in this age of electronic communication and immediate contact. I wholeheartedly recommend Jordan to any business owner looking to revamp their marketing strategy.—Laura Piper, CCDCS, Inc.

Jordan's marketing expertise and ability to grasp the essence of Uptown Nutrition and guide our marketing in a direction that supports our business ethic has been extremely helpful. Jordan is also sensitive to the time limitations of a small business owner and presents strategies in a way that does not overwhelm. —Suzy Carroll, Owner, Uptown Nutrition

For many, marketing is a misunderstood concept and one that is drastically misused and underutilized so often. But, Jordan Smith is one who gets it. She understands that marketing is a wide-reaching strategic discipline that, at its core, is about creating and delivering unique value to your customers. Value that will help you stay competitive, and stay in business. Through innovative thinking and genuine caring, Jordan is well suited to help you find unique marketing solutions to your business challenges. And, all the while with smile and personality all her own. —Turina R. Bakken, Dean Business and Applied Arts, MATC, Madison, WI

I have worked on various projects with Jordan for several years now, and I have always found her to be a very friendly, creative professional that I can depend on. Her energy and attitude is always positive and informing, and her knowledgeable skills are recommended.—Lou Faulkner, AbsoluteColor