

Jordan Bradley

Online Portfolio
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Summary

A results-driven marketing specialist with a comprehensive background in developing and implementing strategic marketing plans that drive brand awareness amongst target audiences and revenue growth. Proven expertise in digital marketing, social media management, and campaign optimization, with a focus on maximizing ROI. Seeking a position overseeing brand, marketing, and/or product strategy for a company's media campaign and launches.

Relevant Expertise

Technical Skills: Video Production, Photography, Concept Development, Adobe Creative Suite, Final Cut Pro X, Microsoft Office Suite, Keynote, Google Slides

Key Skills: Project Management, Experiential Marketing, Graphic Design, Logo Design, Branding & Identity, Storyboarding

Education

Denver Ad School

2021-2022

Art Direction Program

Georgia State University - J. Mack Robinson College of Business

2010-2014

Bachelor of Business Administration | Marketing

Experience

Visions X JB / Founder & Creative Director

May 2017 - Present, Atlanta, GA

- Oversaw over 100+ creative projects including branding, video production, photography and graphic design.
- Developed strategic campaigns to accentuate brand story and visual identity that expanded sales over 45% for multiple clients in the entertainment & clothing industry.
- Coordinate with creative teams and client marketing departments to identify ideal visual solutions, grow new business and drive immersive storytelling for their customers leading to an average 30% increases into client insights.
- Managed the post production process of photo and video campaign production for several brands, festivals and conferences such as Essence Fest, Spotify and Atlantic
- Records resulting in over 500Kk views within the first month of campaign release.
- Manage the post-production editing process with a team of editors for an award winning web-series utilizing Adobe Premiere Pro and Adobe After-Effects.

Momentum Worldwide / Associate Graphic Designer

July 2022 - May 2023, Atlanta, GA

- Produced experiential marketing works for the public using Adobe Photoshop, Illustrator, InDesign for use at large branded activations.
- Developed concepts and designs for over 20 brands; including consumer products, brand activations, renders, presentations, etc.
- Created designs to reimagine the marketing materials for S&T Bank branches and customer facing items (brochures, mailers, etc.)
- Collaborated with senior designers and copywriters to brainstorm, ideate, and produce engaging activation footprints for events garnering a minimum of 1M+ impressions such as NCAA Final Four and FIFA World Cup Trophy Tour.
- Conceptualized and designed presentations given to over 200 Coca-Cola C-Suite executives during their Global Executive Summit at their World Headquarters.

