

# BRITTANY JORDAN

## MARKETING COMMUNICATIONS PROFESSIONAL

### PROFILE

As a Marketing Manager with a strong background in graphic design, I've developed a deep understanding of both strategic marketing and visual communication. In my current role, I've led successful campaigns and overseen branding initiatives, but I am eager to return to my passion for hands-on creative work. With experience in developing multimedia content, managing design projects, and ensuring brand consistency, I am looking to re-enter a role that allows me to focus on the creative and branding aspects that initially sparked my interest in design.

### CONTACT



Canton, GA



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britjordan

### KEY COMPETENCIES

- Project & Event Management
- Organization & Planning
- Traditional & Digital Marketing
- Communication
- Messaging Strategy Development
- Visual Communication & Graphic Design
- Interpersonal Relationships
- Team Leadership & Collaboration
- Problem Solving
- Brand Development & Consistency
- Content Creation & Management
- Multimedia Production (Photography & Videography)

### SOFTWARE/RESOURCES

- Microsoft Office Suite
- Adobe Creative Suite
- Salesforce / Pardot
- Google Analytics 4
- WordPress
- Hootsuite / Buffer
- Trello / Monday
- Canva

### EDUCATION

#### Bachelor of Science in Communication

##### Kennesaw State University

School of Communication & Media

Class of 2015

PR, Visual Communication, Organizational Communications, Research Methods, Writing for PR

### PROFESSIONAL EXPERIENCE

#### Marketing Manager

Miura America Co., LTD.

October 2023 - Present

Rockmart, GA

- Led the development and execution of marketing and communication plans to drive growth, increase brand awareness, and support sales within the industrial steam industry.
- Directed a team of marketing professionals, refining communication strategies to promote Miura's solutions and lifecycle partnerships.
- Managed content creation and distribution across digital, print, and social media channels, ensuring consistent messaging aligned with brand values.
- Collaborated with senior leaders and strategic partners to align communications with business objectives and maintain stakeholder engagement.
- Represented Miura at trade shows, industry events, and conferences to enhance brand visibility and build key relationships.
- Oversaw budgets, vendor relationships, and departmental expenses, ensuring effective resource utilization and achieving P&L targets.
- Conducted market research to identify opportunities and guided strategic communication initiatives in response to industry trends.
- Developed compelling messaging and presentations for diverse audiences, from executives to technical teams, driving engagement and understanding of Miura's offerings.

#### Graphic Designer

Miura America Co., LTD.

May 2022 - October 2023

Rockmart, GA

- Developed innovative multimedia content to enhance brand visibility and engagement across various platforms.
- Strengthened Miura's market presence by designing and managing visual displays for trade shows, representative meetings, and industry conventions.
- Led photography and videography projects, ensuring high-quality visual assets that align with brand standards and marketing goals.
- Coordinated and executed trade shows, conferences, and outreach events, managing logistics and creative elements to deliver a seamless experience.
- Partnered with the sales team and company representatives to support business growth and maintain productive collaboration.
- Built strong relationships across internal divisions to drive effective communication and operational synergy.
- Created and implemented a comprehensive branding guide to maintain consistency in all visual and written communications.

*Additional Professional Experience continued on following page*

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### PROFESSIONAL EXPERIENCE

#### **Owner/Designer**

Brittany Jordan Design

*June 2019 - October 2023*

Greater Atlanta area

- Managed a diverse portfolio of clients across multiple industries, crafting tailored messaging and visual content to align with each client's goals and target audience.
- Collaborated with clients to gather requirements, define project scopes, and manage timelines to ensure successful project completion.
- Developed and executed social media campaigns that boosted brand engagement and visibility.

#### **Graphic Designer/Marketing Assistant**

ERB Industries, Inc.

*March 2017 - June 2019*

Woodstock, GA

- Designed, produced, and managed catalogs, spec sheets, branding concepts, marketing collateral, and the product image database for distributors.
- Led a successful brand refresh and catalog redesign for the fabrics division, enhancing visual appeal and brand consistency.
- Reduced printing costs by streamlining price lists, consolidating information, and eliminating redundancy in layout designs.
- Developed and executed social media campaigns that boosted brand engagement and visibility.

#### **Marketing Communications Manager**

Furkids Animal Shelter & Rescue

*May 2016 - March 2017*

Woodstock, GA

- Led a team of volunteers in creating marketing content and organizing events, including adoption days, holiday parties, and annual meetings.
- Oversaw the design, creation, and inventory management of all marketing collateral and materials.
- Planned and directed the most successful Georgia Gives Day fundraising campaign in the organization's history, raising over \$100,000 in a single day.
- Executed marketing campaigns resulting in two of Furkids' most successful adoption weekends, with over 400 pet adoptions.
- Coordinated strategic placement of media announcements, billboards, and print ads to maximize visibility and impact.
- Managed website architecture, content, and linking improvements to enhance SEO performance for target keywords.