



JORDAN A. STOKES

I have experience in both B2B and B2C marketing and I always make an effort to become an expert at any topic I am given so I can produce high-quality content that meets your business objectives.

PROFESSIONAL EXPERIENCE

CONTENT MARKETING SPECIALIST

KALUNGI | FEBRUARY 2020 - PRESENT

- Manage content calendars and content strategy for various clients
- Create content for various clients in the SaaS space - blogs, whitepapers, eBooks, case studies etc.
- Coordinate content with inbound marketing team to ensure it fits into the SEO strategy
- Write outbound email copy and coordinate with outbound team
- Work closely with CMOs to ensure all content meets goals and client needs
- Conduct research for content topics based on industry trends and best practices
- Understand key corporate, business and product objectives for each client and convey messages that support them in all content marketing collateral
- Understand customer needs and incorporate their perspective into content

MARKETING SPECIALIST

ALEVA STORES | OCTOBER 2018 - FEBRUARY 2020

- Developed and deployed an omnichannel marketing strategy across 2 eCommerce websites
- Managed and coordinated a specialized marketing program with product vendors to ensure we're following MAP and running correct promotions
- Managed and created email marketing campaigns
- Managed and created all website and blog content as well as social media accounts
- Monitored, analyzed and reported on KPIs and site performance

CONTENT MARKETING PROVIDER

JORDAN A. STOKES | JANUARY 2018 - PRESENT

Create topic-driven, SEO-friendly content pieces for clients from a variety of different industries in the B2B and B2C spaces

MULTIMEDIA CONTENT PRODUCER

ALEVA STORES | NOVEMBER 2016 - OCTOBER 2018

- Co-created blog, social media, web and product content for 10+ eCommerce sites under the Aleva Stores division
- Focused on content marketing and SEO with the purpose of driving conversions
- Increased blog viewers by 200%

CONTENT MARKETING PROVIDER



www.jordanastokes.com



(248) 462-1893



stokesjordana@gmail.com



[linkedin.com/in/jordanastokes](https://www.linkedin.com/in/jordanastokes)

EDUCATION

MICHIGAN STATE UNIVERSITY

BA PROFESSIONAL WRITING, 2016

- Digital & Technical Track
- Minor in Digital Humanities
- New Media Drivers License Certified - training in new media, SEO, PR, social media and digital marketing
- Writing Consultant at MSU Writing Center
- Dean's List