

JORDAN WALL

YOUR FRIENDLY NEIGHBOURHOOD
DIGITAL MARKETER



I get it. You're busy. You have hundreds of people interested in your company, and I wouldn't dream of applying if it were to waste either of our time. So, all I ask is a few minutes of your time to showcase my worth.

I am currently a **Partner & VP of Strategy** at Fourfold Digital Marketing. Essentially, my partner & I collaborate on company projects that pique our interest with end-to-end digital solutions for SMBs. In addition, we're passionate creatives that ooze personality onto every venture, allowing me to keep my mind sharp relating to marketing trends and gaining transferrable skills for future positions.

My passion for the arts lends itself well to freelancing as Milne Studio's **Social Media Marketer**. Unleashing my creativity isn't a luxury - it's mandatory. The bar for creating quality media attracting actors to the studio is high since it's what the studio prides itself on being an all-encompassing acting studio, demo reel editing, and voice coaching centre. My monthly content calendar generates videos of students' acting roles, sales funnels driving leads to programs, and tons of original scriptwriting.

I enjoyed working for my alma mater, **The University of Toronto**, writing AI scripts for their MAPLE project. It's a program that uses psychoanalytics for job onboarding. I worked with a team of PhDs ensuring my chatbot vernacular is 100% inclusive translating to organic, unbiased results.

I have experience in growing SMBs through my tenure as the **Content Marketing Specialist** at Driven (formally Thinking Capital). I advised businesses on marketing strategies and loan budgeting analyses to get the best bang for their buck from their lent funds. I often did PR work benefiting Driven and SMBs highlighting the giant leaps their business garnered.

The three great years I spent building strategies, creating unique content, and a host of other duties for **Koodo Mobile** and **Rakuten (Kobo Books Inc.)** shaped my understanding of how to collaborate with several departments to achieve large-scale goals.

The practical and theoretical experience was, and is, invaluable, instilling me with the necessary work habits to continue achieving great things to this day. Working under pressure, thinking critically, and exercising ingenuity are hardwired into my workday DNA, awaiting every challenge on set throws at me the next day. I'm just José Bautista waiting for life's fastball, and I want to give it the ol' bat flip.

I volunteered for an NFP organization as **PWB's (Photographers Without Borders)** Online Producer to assist in the pre-production and post-production of short films. They showcase talented photographers documenting the impact of NGOs, community-led initiatives, and change-makers in the areas of social and environmental justice. Our films won several awards, and I'm collaborating with several creative people fueled by money and using their creativity to create real-world change.

I received an internship as a **Media Writer** for **Mike Holmes, Holmes: Makes it Right**, while earning **Centennial College's Post-Graduate Diploma in Professional Writing**. Immersing myself not only on a television set and learning home repair – two foreign job fields – gave me on-set confidence. And heck, I can give you a few deck refurbishing tips if you play your cards right.

I often delve into the film industry, working as a Non-Union Prop Master & On-Set Decorator. You name it. I do it. My ambition is unmatched by obsessively taking courses to add another skill to my ever-expanding tool belt and setting a bar for me to surpass daily.

I will hit the ground running at Usain Bolt-like speed and work 25/8, earning my keep and upholding everything your company stands for. I can work well in a team, taking the initiative with a can-do attitude.

I humbly await your decision on my career's fate (no pressure).

Let me know if you have any questions or concerns, and I thank you for taking the time. If I piqued your interest, my resume is attached for your review. Cheers!

Jordan Wall

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BILINGUAL (EN/FR) DIGITAL MARKETER



ABOUT ME

"Once in a great while, we are privileged to hire a candidate so extraordinary, it comes part of our shared heritage. 1969: Man walks on the moon. 1971: Man walks on the moon... again. Then, for a long time, nothing happened. Until now - you read this resume. You're welcome and enjoy!"

- Sir Jordan Wall IV, Esq.



CONTACTS

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EXPERIENCE

March 2021 - Present **Milne Studios | Social Media Marketer (freelance contract)**

- Creates marketing campaigns including budget planning, content ideas, and schedule implementation
- Designs viral social media content
- Strategizes campaigns for live online events
- Drives leads for program registration
- Accelerates brand awareness and its thought leadership globally

Dec. 2019 - Present **Fourfold Digital Marketing | Partner, VP Strategy**

- Meets with clients to discuss their marketing goals and develop a customized digital media strategy
- Performs social media audits and modernizes assets through rebranding and copy editing
- Develops organic marketing strategies through blogs, social posts, content calendars, and infographics
- Implements SEO throughout websites ensuring they rank highly on Google search results
- Initializes company Google Analytics dashboards to track web traffic results from incoming sources
- Designs apps using Sketch and delegates tasks to achieve betas for VC funding
- Establishes dynamic digital marketing strategies for international companies
- Presents proven marketing concepts with pitch desks over Zoom
- Efficiently manages projects to optimize productivity for business growth

Feb. 2018 - Nov. 2018 **Vicimus (Automotive Industry Direct Email Marketing & Web Design) | Social Marketing Strategist**

- Wrote blogs, scripts, and collaborated on storyboards for viral and print ads
- Managed company and affiliate social media profiles creating proprietary organic posts
- Compiled social media data and presented bi-weekly performance reports to company executives

Nov. 2017 - June 2018 **University of Toronto - Rotman School of Management | Creative Consultant (freelance contract)**

- Established assessment measuring organizational and intercultural competencies
- Responsible for chatbot scripts deployed over social media platforms
- Wrote psychological profiles on segments developed by Ph.D. scholars

May 2017 - Aug. 2017 **Thinking Capital Online Lending | Content Marketing Strategist (freelance contract)**

- Wrote thought leadership articles about fintech and SMB growth strategies
- Designed gated content and landing pages to capture leads
- Collaborated on content strategies with partners (MaRS DD, CIBC, The UPS Store, Staples)



EXPERIENCE

Aug. 2015 -
Feb. 2016

Mind Games | Social Media Strategist and Communications Coordinator

- Headed social media accounts to increase engagement with organic posts
- Consolidated customer profiles into email marketing campaigns of over 2,000 active subscribers
- Designed an 80-page online catalogue contributing to the highest quarterly sales in company history
- Filmed and edited e-learning videos and training modules using SnagIt and Camtasia
- Created company style guide to standardize tone and voice

Apr. 2013 -
Jan. 2014

Kobo Books | Communications Coordinator

- Presented social media data results in an aesthetically pleasing manner for town hall meetings
- Hosted live Twitter Q&As for millions of followers of famous authors
- Blogged on product launches, device innovations, and literary topics

Apr. 2012 -
Feb. 2013

Koodo Mobile | Bilingual Content Specialist

- Designed website redesign wireframes and outlined social media integration opportunities
- Conducted market research groups to improve the mobile app and website's UX and SEO
- Wrote web copy including product descriptions, FAQs, and CTAs

Aug. 2010 -
Apr. 2012

Koodo Mobile | Bilingual Market Research Analyst and Social Media Manager

- Analyzed KPIs of email and SMS campaigns using Survey Monkey & Vertical Response
- Moderated Facebook & Twitter on 24-hour cycle to address customer concerns



VOLUNTEER

2015 - 2017

Social Media Café Meet-Up Group - Event Assistant

2016 - 2017

Tangerine - Bright Way Forward Organization Event Promoter

2016 - 2017

Homes First - Communications Coordinator

2017 - 2019

Protographers Without Borders - Television Producer

2018 - 2019

Mother Erth (spelled correctly) - Content Supervisor

2016 - Present

Scotiabank & GoodLife - Marathon Coordinator



EDUCATION

2008

University of Toronto - BA (Hons.) French Major, Music & Drama Minors

2014

Shaw Academy - Digital Marketing and App Design Certificates

2014

University of Toronto - Digital Marketing Management Certificate

2016

Centennial College - Communications: Professional Writing Degree

2016

The Second City - Writing Satire Online and Screenwriting Certificate

2017

Raindance Film - Documentarian Certificate

2018

Camp Tech - Digital Marketing Certificate