

JORDAN YOUTZ

Work History

- 2021/03 -
Current
- Logistics Account Executive**
TQL, Cincinnati Ohio
- Responsible for securing new business through inbound and outbound sales management
 - Working as a freight broker I provide an elevated customer experience to generate a loyal clientele
 - Tracking shipments, dispatching carriers, and delivering effective communication for high levels of accuracy

- 2020/01 -
Current
- Digital Marketing Consultant**
idrive Global, Bucharest, Romania
- Provide full range of services including project management, copywriting, business strategy, web development, and SEO to launch new website idriveglobal.com
 - Researched keywords, wrote content, and developed six short multimedia movies to advertise software competitive advantage
- Frame & Walton Overland Transport, remote*
- Responsible for the web development, copywriting and design for frameandwalton.com & transpiciouslogistics.com
 - Built and developed the websites using the WordPress and Elementor platforms
 - Designed the logos in Adobe Illustrator and Photoshop
 - Researched industry specific keywords
- Captain Joey D. Charters, remote*
- Responsible for the web development, copywriting and design for captainjoeydcharters.com
 - Built and developed the websites using the WordPress and Elementor platforms
 - Integrate FareHarbor booking software to enable site visitors to book directly through the website

- 2017/01 -
2020/05
- Founder & CEO**
Enlighton LLC
- Founded the world's first self-ordering software platform built around digital ordering tables for the hospitality industry, enlighton.io
 - Championed strategy, drove business model and validation of concept through strategic partnership with MasterCard at punctual events The BRITs 2018, UEFA Champions League Final and Roland-Garros French Open 2018 generating over \$100,000 in sales
 - Develop sales materials for inbound and outbound marketing strategy enlighton.io/technology.pdf
 - Established strategic partnerships to drive innovation on all fronts of the business including contactless payments and multi-touch technology with 3M, SensyTouch, Cryptera and MasterCard
 - Accepted into the Thames Valley Innovation Catalyst start-up accelerator in Reading, UK
 - Wrote company business plan, performed competitive analysis and drove innovation with a team of five people

Personal Info

Address

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Phone

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E-mail

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Skills

Project Management

Copywriting

WordPress

SEO

Content Management Systems

HubSpot

Photoshop

Illustrator

Social Media Management

Website Design

eCommerce

SCRUM / agile

Jira

Communication Skills

Strategic Planning

Problem Solving

Advertising Strategy

Detail Oriented

Competitor Analysis

2015/04 – **Co-Founder**

2016/11 *Smart Nightlife Company*

- Secure \$50,000 of sponsorship funds to headline sponsor Europe's largest hospitality technology conference Bar Tech Live where company was awarded for best Customer Experience
- Plan and coordinate logistics for 3-day event with our Alcohol sponsor Alexandrion Group, Oakmace Exhibitions and PRYSM Group
- Hired bartenders, managed theme/construction of company stand, production of marketing collateral
- Manage the software development lifecycle and UI/UX for a cloud-based omni-channel Point of Sale software product tailored to the nightlife industry with mobile payments/ordering, promotions and loyalty

2013/03 – **Digital Marketing Specialist, Bucharest, Romania**

2015/01 *Gowild, Revenue Giants, Pathwwway*

- Work in a cross-functional team with developers, external agencies and product owners, write and manage web content for gowild.com, oversee language translations by planning and distributing the work including PR, game descriptions and online promotions
- Manage a team of eight writers for a period of two years; write press releases, email marketing content, blogs and tutorial scripts to demonstrate functionality of in-house software products for pathwwway.com
- Develop creative strategy and online content for affiliate marketing sales funnels for a variety of performance marketing, online gaming and eCommerce brands managed by revenuegiants.com
- Collaborate with software engineers in SCRUM, write user stories to optimize UI/UX, strategize gamification system, and created release plans with input from dev teams

2013/08 – **SEO Specialist & Content Manager**

2014/03 *Roller Skate Nation, remote*

- Develop and research SEO strategy for one of America's largest roller skate wholesalers rollerskatenation.com
- Write SEO optimized product descriptions for complete product portfolio
- Write SEO optimized blog articles for targeted keywords that listed the company on the first page of Google within five months
- Manage content calendar and build link strategy with roller derby communities and forms

2012/04 – **Digital Communications Specialist**

2014/05 *Clay Agency, Columbus, OH*

- Maintained and optimized company content marketing strategy SEO, social media and blog for clayagency.com
- Write 100+ blogs about advertising trends and marketing techniques to increase site traffic through organic and paid SEO techniques
- Strategically wrote about the manufacturing and industrial sector of photography as a ghost writer for a photographer to optimize SEO and expand company online presence

2011/03 –
2012/01

Apple Specialist

Simple Mac, Jackson, WY

- Sales consultant for the fastest growing apple retail specialist
- Met daily and monthly sales goals, became top seller in first three months of employment, among six sales reps
- Developed strong customer relations and implemented company 'call back' strategy that increased brand integrity and customer satisfaction
- Coordinated efforts to determine best medium for company advertising
- Efficiently demonstrated Apple products and provided creative solutions for customer needs

2008/08 –
2011/06

Creative Group Leader

National Student Advertising Competition

- **JC Penney; 3rd place 2010-2011:**
- Creative member for campaign positioned to become the brand that understands the lifestyles of women ages 25-34 and can provide what they want and need
- Created point of purchase technique to implement brand awareness into everyday life for online shoppers
- **State Farm; 4th place 2009-2010**
- Creative group leader for a fully integrated campaign to revamp State Farms advertising, targeting a younger demographic
- **The Century Council; 2nd place 2008-2009**
- Creative and marketing member for a fully integrated campaign to reduce college alcohol over-consumption. Campaign launched at Ohio University campus in June 2010
- Throughout the implementation process on Ohio University campus, I developed digital banner ads and marketing materials for online and offline channels

Education

2011/06

Bachelor of Science in Journalism

Advertising at E.W Scripps School of Journalism

Ohio University - Athens, OH