

# Jordan Youtz



## Copywriter & Digital Marketing Professional

### PERSONAL INFORMATION

**Email:**  
jordanyoutz@gmail.com

**Website**  
www.jordanyoutz.com

**Address:**  
6467 4th Ave. South  
Saint Petersburg,  
Florida, 33707

### SKILLS

#### Expertise

- Copywriting
- Advertising Strategy
- Photoshop
- Illustrator
- WordPress
- Email Marketing
- Salesforce
- HubSpot
- Message Bird
- Active Campaign
- A/B Testing
- Semrush
- Website Design
- Facebook Advertising
- Premier Pro

#### Professional

- Problem solving
- Efficient worker
- 2x Startup founder
- Strategic planning
- Detail oriented
- Project management
- SCRUM / Agile
- UI/UX

### EDUCATION

**Bachelor of Science in Journalism**  
Ohio University | 2008 - 2011

Advertising at E.W Scripps School of Journalism

### WORK HISTORY

#### Email Marketing and Communications Professional

VantagePoint A.I. | 2022 - Present

- Spearheaded research, writing, and design of digital marketing materials, such as newsletters, emails, blogs, and press releases, for a cutting-edge stock market trading A.I. platform.
- Formulated high-impact emails and blog content customized for both cold traffic and warm leads, resulting in a remarkable 36% increase in click-through rates and a substantial 30% boost in webinar attendance.
- Worked closely with the Partner Creative Manager to consistently deliver a monthly quota of third-party marketing content for over 30 marketing partners.
- Pioneered the development of internal creative resources, including logos, videos, UI/UX enhancements, and A/B testing contributing to an enriched brand identity and user experience.

#### Senior Account Manager

IQnection | 2022 - 2023

- Successfully drove service sales exceeding \$20,000, optimizing client outcomes through strategic initiatives.
- Orchestrated weekly marketing agendas for 15 clients, overseeing project management roadmaps encompassing sales materials, marketing strategies, SEO best practices, web development, content marketing, email marketing, and lead generation.
- Implemented a holistic approach to enhance clients' digital footprints, fostering a consistent and data-driven messaging strategy, complete with clear key performance indicators.
- Enhanced proficiency in SEO and digital marketing tools, including but not limited to HubSpot, SharpSpring, SEMRush, and MailChimp, demonstrating an ongoing commitment to professional development.

#### Creative Director

Rob Graham Enterprises | 2021 - 2022

- Orchestrated end-to-end lead generation creative processes for the Medicare and Financial service sectors, overseeing initiatives from conceptualization to execution.
- Spearheaded the creative implementation of Facebook ads, strategically targeting and remarketing, resulting in a significant reduction of CPL from \$17 to an impressive range of \$6.50 - \$8.00.
- Engineered a comprehensive UI/UX strategy and questionnaire for the quiz, resulting in a remarkable 77% increase in quiz completions and data capture.
- Conducted rigorous split testing across landing pages, emails, and digital advertising, optimizing performance and driving continuous improvement initiatives.

#### OnlineBar

Co-founder | 2020 - 2021

- Pioneered the launch of OnlineBar, a groundbreaking marketplace that revolutionized the bar and restaurant industry in South Bend, Indiana, introducing flash deals and specials to drive immediate foot traffic.
- Spearheaded marketing and sales efforts, implementing innovative strategies to enhance brand visibility and improve platform user experience.
- Represented OnlineBar in the prestigious Notre Dame McCloskey New Venture Competition in 2020, showcasing the platform's innovation and potential for success in the entrepreneurial landscape.

## WORK HISTORY

---

### Logistics Account Executive

*Total Quality Logistics* | 2021

- Spearheaded new business acquisition through adept management of both inbound and outbound sales channels.
- Excelled in the role of a freight broker, consistently delivering exceptional customer experiences to cultivate and retain a loyal clientele.
- Demonstrated expertise in tracking shipments, dispatching carriers, and ensuring effective communication, resulting in high levels of accuracy and customer satisfaction.

### Digital Marketing Manager

*idrive Global* | 2020

- Spearheaded the end-to-end project management, copywriting, business strategy, web development, and SEO initiatives for the successful launch of the new website, [idriveglobal.com](https://idriveglobal.com).
- Conducted comprehensive keyword research, crafted engaging content, and produced six compelling multimedia movies to effectively showcase the competitive advantages of our AI driver monitoring software.

### Enlighton LLC

*Co-founder* | 2017 - 2020

- Founded the world's first self-ordering software platform built around digital ordering tables for the hospitality industry.
- 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.
- 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.

### Freelance Copywriting & Marketing Consultant | 2017 - Present

#### ↗ Captain Joey D. Charters

- Orchestrated end-to-end web development, copywriting, and design for the successful launch of [captainjoeydcharters.com](https://captainjoeydcharters.com), optimizing the online presence of the fishing charter business.
- Leveraged proficiency in WordPress and Elementor platforms to expertly build and develop the website, ensuring a visually appealing and user-friendly digital experience for visitors.
- Implemented seamless integration of FareHarbor booking software, enhancing user convenience by allowing direct booking through the website, thereby streamlining the reservation process for potential.

#### ↗ Glossy Type

- Collaborated with Glossy Type, a beauty content expert and freelance copywriter, to enhance brand visibility and business growth by providing adept support in crafting compelling product descriptions, engaging blog posts, and SEO-optimized on-site copy.

#### ↗ Frame & Walton Overland Transport

- Spearheaded comprehensive web development, copywriting, and design initiatives for Frame and Walton Transport and [transpiciouslogistics.com](https://transpiciouslogistics.com), showcasing proficiency in crafting dynamic online experiences.

#### ↗ Black Wolf Adventure Coffee

- Conceptualized, designed, and executed the development of a dynamic website for a coffee roaster and wholesale coffee seller, leveraging advanced proficiency in WordPress and Elementor platforms to deliver a visually compelling and user-friendly online experience.

## WORK HISTORY

---

### Co-founder

*Smart Nightlife Company* | 2015 - 2016

- 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.
- Oversee the software development lifecycle and lead UI/UX initiatives for a cloud-based omni-channel Point of Sale software product catered to the nightlife industry, encompassing features like mobile payments/ordering, promotions, and loyalty programs.

### Digital Marketing Speciliast

*GoWild Gaming and Casino* | 2016

- Collaborated within a cross-functional team consisting of developers, external agencies, and product owners at an online casino. Directed the creation and management of web content including strategic planning for language translations, overseeing tasks such as PR, game descriptions, and online promotions to ensure effective communication and engagement.

### Senior Copywriter and Marketing Manager

*Revenue Giants, Pathwwway* | 2014 - 2016

- Led and managed a team of eight writers for two years, responsible for crafting press releases, email marketing content, blogs, and tutorial scripts to showcase the functionality of in-house software products.
- Formulated creative strategies and crafted online content for affiliate marketing sales funnels, catering to a diverse range of performance marketing, online gaming, and eCommerce brands under the umbrella of Revenue Giants.
- Collaborated with software engineers in SCRUM methodology, authored user stories to enhance UI/UX optimization, devised gamification strategies, and developed release plans in coordination with development teams.

### SEO Specialist & Content Manager

*Roller Skate Nation* | 2013 - 2014

- Formulate and research comprehensive SEO strategies for rollerskatensation.com, one of America's largest roller skate wholesalers.
- Craft SEO-optimized product descriptions across the complete product portfolio to enhance online visibility.
- Author SEO-optimized blog articles targeting specific keywords, achieving first-page Google listing within five months.
- Effectively manage the content calendar and devise a link-building strategy, establishing connections with roller derby communities and forums.

### Digital Communications Specialist

*Clay Agency* | 2011 - 2012

- Oversaw and fine-tuned the content marketing strategy encompassing SEO, social media, and the blog for clayagency.com.
- Authored over 100 blogs on advertising trends and marketing techniques, employing a blend of organic and paid SEO strategies to enhance site traffic.
- Strategically contributed as a ghostwriter, focusing on the manufacturing and industrial sector of photography, to optimize SEO and expand the online presence for a photographer.

### Apple Specialist

*Simply Mac* | 2011 - 2012

- Excelled as a Sales Representative at the fastest-growing Apple retail specialist.
- Achieved and surpassed daily and monthly sales targets, securing the top seller position within the first three months among a team of six sales reps.
- Cultivated robust customer relations and implemented a 'call back' strategy to elevate brand integrity and enhance customer satisfaction.
- Coordinated initiatives to identify optimal mediums for company advertising.
- Conducted effective demonstrations of Apple products and delivered creative solutions tailored to customer needs.