

# | John Jordan

## Brand Strategist | Digital Design Lead

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I am a **Seasoned Brand Strategist** and **Digital Design Lead** specializing in driving growth for startups and community-focused businesses. My approach integrates **AI-enhanced creative workflows** with holistic marketing and design expertise, ensuring a compelling, future-forward presence that resonates deeply with audiences. Trained in **strategic use of AI for** efficient concepting, visual identity exploration, optimized design processes, data-precision marketing analysis, and accelerated web development & testing.

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## | Experience

**3|22-Present | Dot.Competent Digital |** Remote, USA

### Brand Strategy & Digital Transformation

- **Designed and executed** multi-channel brand campaigns, increasing traffic and sales by **25%** through cohesive messaging.
  - **Directed visual and content strategy** for SEO, leveraging design to elevate brand authority and organic search rankings.
  - **Conducted in-depth brand and competitor analysis** to define market positioning and identify creative growth opportunities.
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**3|22-11|22 | Monarch Casino Resort Spa |** Blackhawk, CO

### Art Direction & Brand Management , Digital Design

- **Directed the Grand Re-Opening Campaign** as a luxury resort, providing Art Direction for high-end video, brand photography, web content, and social media.

- **Managed in-house and agency creative teams** to develop a unified, next-year brand campaign targeting new audience segments.
  - **Ensured brand image cohesion** across all channels, including print, in-house signage, email, roadside billboards, and promotional sales materials.
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**1|16-11|24 | Clear Mountain Media |** Denver, CO

#### **Digital Branding Strategist | Authority & Content Design**

- **Designed and launched** cohesive digital and social media campaigns that resulted in explosive client traffic and sales growth.
  - **Developed and implemented a visual content syndication process** to scale client expert content across multiple channels.
  - **Created a bespoke, end-to-end brand authority system** for startups, guiding them to industry leader status through strategic content and design.
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**12|15-5|17 | QuickDrain USA |** Frisco, CO

#### **Brand & Digital Transformation Lead**

- **Led complete brand modernization and digital identity overhaul** that directly secured competitive market position.
  - **Established and built the company's first professional marketing department**, implementing best-in-class processes and team structure.
  - **Drove industry leader recognition** by showcasing the technical and visual genius of products through high-impact design and web experience.
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**10|14-3|17 | Keystone Mountain Resort |** Dillon, CO

#### **Internal Branding & Culture Transformation**

- **Led the internal rebrand** of the Mountain Safety Department, designing a new look and feel for a professional, service-oriented identity.
  - **Designed and created all branded program collateral** and educational materials to support the employee team-building and leadership training program.
  - **Developed guest-facing on-mountain signage and educational infographics** for print and social media to expand ski and ride safety awareness.
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## **1996–2010 | Early Career Highlights |** Lake Delton, WI

### **Network Empire & NCCFE Academy**

- Directed Art, Design, and Web Development, resulting in the successful **scaling of an E-learning program to 35 countries** with 10,000 weekly visits.
  - Executed **fresh brand strategies** for two organizations that successfully positioned them as industry leaders.
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## **| Education**

- **Bachelors Degree, Visual Communications |** Westwood College
  - **Adventure Film Certificate |** Outside Adventure Film School
  - **Certificate, Video Journalism |** Video Journalism Bootcamp
  - **Expert Marketing Mentorship |** Network Empire
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## **| Technical Skills**

- **Creative & Visual Design** AI-Enhanced Design Tools, Adobe Suite (Photoshop, Illustrator, Figma, Premiere, After Effects, InDesign), Audacity.
  - **Front-End Dev & UI/UX** Mobile-first UI/UX Design, Data-Driven Conversion Optimization, CMS Implementation (WordPress, Shopify)
  - **Brand Strategy & Growth** Market positioning, brand storytelling, content syndication, multi-channel marketing execution, reputation management.
  - **Digital Marketing & Analytics** SEO, SEMrush, Ahrefs, Moz, Google Analytics/Search Console, PPC & Paid Social Campaigns (Facebook, LinkedIn).
  - **Project Management** Trello, ClickUp, Various CRMs, Agile Methodology.
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## | Personal Interests

- **Creative Storyteller:** Bringing creative perspectives into branding and content marketing.
- **Global Insight:** World travel for understanding audiences and cultural nuance.
- **Former Volunteer Firefighter:** shows leadership, teamwork, and high-pressure decision-making.
- **Improv & Stand-up Comedy:** Highlights quick thinking, engaging storytelling, and audience connection