

| 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.

| 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.

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.

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.

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.

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.

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.

| 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

| 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.

| 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