

Jordyn Bland

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MARKETING PROFESSIONAL

Dynamic marketing and project management professional seeking a challenging role where strategic thinking, creativity, and organizational expertise converge. Committed to fostering cross-functional collaboration and exceeding organizational objectives in a growth-oriented environment.

KEY COMPETENCIES

Digital Marketing
SEO Knowledge
Data Analysis

Content Creation
Social Media Management
Brand Strategy

Cross-functional Collaboration
Communication Skills
Project Management

PROFESSIONAL EXPERIENCE

Assumption Parish School Board

August 2021 - Present

Educator

- Utilized technology to create an interactive learning environment, leading to a 30% increase in student comprehension of course material.
- Implemented a tiered intervention system, reducing the number of students below grade level by 20%.
- Designed and executed a differentiated instruction model, catering to diverse learning styles and achieving an increase in overall student comprehension.

Paychex

June 2021 - August 2021

Small Business Sales Representative

- Leveraged CRM tools effectively, ensuring accurate and up-to-date client information.
- Conducted weekly market research to stay informed about industry trends, enabling proactive adjustments to sales strategies and maintaining a competitive advantage.
- Conducted informative product presentations for small business owners, highlighting the benefits and features of Paychex solutions.

Ambitious Boutique, LLC

February 2018 - June 2021

Owner/Operator

- Managed social media platforms, creating and curating content to maintain cohesive brand image and drive organic growth.
 - Oversaw development of a user-friendly website, contributing to a 30% increase in online sales and improving the overall customer experience.
 - Designed and launched promotional events, increasing foot traffic by 25% during special sales and product launches.
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EDUCATION & CERTIFICATIONS

Bachelor of Business Administration

Major: Marketing
Nicholls State University

Level 1 Teaching Certification

iTeach Louisiana

TECHNICAL SKILLS

- Canva
- Microsoft Office Suites
- Google Suites
- Salesforce
- Facebook Business Suite
- Shopify
- Wix/Weebly