

JORDAN LORE

DIGITAL MARKETING PROFESSIONAL

EXPERIENCE

Rise People

April 2017 - Sept 2018

- **Senior Digital Marketing Specialist.** As the lead digital marketer I dictate all digital marketing and lead generation activity for the organization including advertising, SEO, A/B testing, content, analytics, email, and more.

Key accomplishments

- 105% organic traffic/session growth, 30% lead gen growth MoM
- Entire PPC & SEO overhaul and domain migration to new brand
- Close-loop reporting implementation between Hubspot and Salesforce

Wishpond

Mar 2016 - April 2017

- **Growth Marketing Specialist.** As part of the growth marketing team at Wishpond I was tasked with improving lead generation, content production, partnerships, and advertising.

Key accomplishments

- Content production & development for 300,000+ readerbase & partner networks
- Digital advertising planning, budgeting, and execution
- A/B testing and partnership outreach and development

Steve Nash Fitness World

Oct 2014 - Jan 2016

- **Digital Marketing Specialist.** As part of the marketing team at Steve Nash I helped organize event activations, managed all social media channels, produced creative web content, video and photography. Over my tenure I increased the organization's social following by 200%, redesigned email campaigns and improved segmentation, and managed PPC programs.

Contraband Boutique

May 2014 - Jan 2016

- **Marketing Manager.** As Contraband's marketing manager I oversaw all marketing activities for the west coast location. This includes print and digital promotions, merchandising, and events.

EDUCATION

BCIT

2013 - 2014

- **Web Development & New Media Design**

Over the course of this program students are educated in the latest web development techniques and new media design technologies.

Simon Fraser University

2008 - 2012

- **BA Communications - Minor in Publication**

Over the course of this degree program students are instructed on effective communication techniques and theory.

EXPERTISE & TECHNOLOGY

SEO
PPC
A/B testing
Analytics

Lead gen
Automation
Copywriting
Graphic design

Google suite
Hubspot
Heap Analytics
Adobe suite

WordPress
SEMRush
Adwords
Salesforce