

John J. Jordan

John@JohnJordan.com (224) 633-9185

EDUCATION

University of Florida, MECLABS Institute

Masters Certificate in Communicating Value and Web Conversion
Cumulative GPA: 3.90/4.00

December, 2017

Northwestern University – Medill; Chicago, IL

Master of Science in Integrated Marketing Communications
Cumulative GPA: 3.81/4.00

May, 2012

Augustana College; Rock Island, IL

Bachelor of Arts in Business Administration with Concentration in Marketing
Bachelor of Arts in Speech Communication
Cumulative GPA: 3.60/4.00

May 2008

PROFESSIONAL EXPERIENCE

The Global Leadership Summit, Willow Creek Association

Digital Marketing, Executive Director

- Leads digital marketing team strategy, development and execution for The Global Leadership Summit
- New digital marketing initiatives contribute to US Summit attendance growth of 31% from 2015 to 2016
- Successfully launched the GLS*next* app and acquired 110,000 users in 11 months from 196 countries
- Doubled social media following to more than 150,000 people with 262 million impressions of content in 2015

October 2014 – September 2017

Federated Group; Arlington Heights, IL

Marketing Manager

- Led the development of Federated's corporate brands and proprietary consumer brands
- Developed new business for external marketing services for grocery retailers and food suppliers
- Created digital marketing programs for the company's four LLC operations and proprietary brand portfolio
- Worked with a team of designers, copywriters and service providers to execute annual business plans

May 2013 – October 2014

Sage Products; Cary, IL

Associate Marketing Manager – Consumer Business

- Developed and executes business plans for Sage eCommerce and Retail marketing
- Manage the profitable growth and budget for a \$4 million healthcare product portfolio
- Implemented product positioning and promotional strategies with the Sage Products Sales Force
- Increased online sales 41% in 2012 as a result of hospital marketing and online search advertising
- Acquired 37% more new customers in 2012 while lowering online advertisement costs 48%
- Conducted market research initiatives and sell tests to understand consumer needs and product requirements

February 2012 – April 2013

Sage Products; Cary, IL

Marketing Associate

- Created Sage Competitive Intelligence Program – Researched, managed and trained on competitive information for the Sales Force, Marketing, Product Development and Executive Staff
- Developed product positioning strategies and sales training tools to serve customer needs and competitive positioning strategies
- Led new market research projects – clinical study management and outcome development, new product sell tests, and product enhancement testing
- Initiated sales efforts in a new market for Sage – Ambulatory Surgery Centers

July 2008 – January 2012

LEADERSHIP ACTIVITIES

Cary-Grove Fine Arts Foundation

Co-Founder, Board Member

- Led the development and ongoing implementation of a business plan to fundraise over \$8.7 million dollars for the renovation of the Fine Arts Wing at Cary-Grove High School
 - Over 95% of funds have been raised and the new building was opened in July, 2014
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July 2010 – Present