

JORDAN B.J. JEFFERSON

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OBJECTIVE STATEMENT

Creative marketing professional with expertise in social media management, brand strategy, and content creation. With a photography and graphic design background, I develop visually compelling campaigns that drive engagement and enhance brand visibility. Excited to bring a blend of creativity and strategic insight to a dynamic marketing team.

EDUCATION

Columbia College Chicago, Chicago, IL 2024
Bachelor of Arts, Commercial and Fashion Photography

Tribeca Flashpoint, Chicago, IL 2018
Associate, of Arts, Graphic Design

EXPERIENCE

Lamar Advertising, Schererville, IN August 2022 – Present
Photographer and design consultant

- Collaborated with cross-functional teams to optimize visual content for marketing campaigns, ensuring consistency across various platforms.
- Delivered high-quality edited images to meet client expectations and branding needs, contributing to successful advertising campaigns.
- Executed professional-grade photoshoots for commercial clients, aligning visual content with marketing goals.

The Rock Talent Agency, Chicago, IL January 2024 – August 2024
Photographer and Digital Media Specialist

- Coordinated model photoshoots, ensuring brand consistency and optimizing visual assets for various marketing channels.
- Managed social media accounts across platforms like Instagram, Facebook, and LinkedIn, utilizing analytics to improve engagement and reach.
- Led the development of digital marketing campaigns focused on increasing brand awareness through visually compelling social media content.

Hammond Academy of the Performing Arts, Hammond, IN August 2017 – May 2018
Photography and digital content strategies/creator

- Collaborated with creative teams to deliver high-quality images for marketing purposes, streamlining the production process for quicker turnaround times.
- Designed promotional materials for theatrical performances, contributing to a cohesive visual brand identity for the institution.
- Developed and implemented digital content for school events, creating dynamic social media posts that increased the visibility of underperforming programs.
- Managed and redesigned content for the school's website, improving user engagement through an enhanced digital experience.

SPECIAL SKILLS

Interpersonal: Attention to Detail, Collaboration, Creative Problem Solving, Multitasking, Team Leadership

Professional: Brand Strategy, Content Creation, Data Analytics, Digital Marketing, Social Media Management

Technical: Adobe Creative Suite (Photoshop, Lightroom), Google Analytics, Microsoft Office Suite, Social Media Platforms (Facebook, Instagram, TikTok, Twitter)