

JORDAN SERRA

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48 Portsmouth Place, Grand Rapids, MI 49503

EXPERIENCE

CAT FOOTWEAR

Grand Rapids, MI

Digital Content Manager

March 2017 - Present

- Leads digital content strategy for the Catfootwear.com retail website, email campaigns, and social prospecting.
- Builds annual marketing plan for direct-to-consumer U.S. outlets and determines product story cadence for each platform.
- Manages end-to-end processes including strategy and creative briefs, multi-department coordination, and execution.
- Partners with analytics teams to leverage data insights to test and optimize content for consumer affinities and categories.
- Specializes in content selection to amplify brand voice and improve purchase journey, driving +11.8% growth in conversion.
- Launched work-focused site update and digital brand campaign to reignite consumer base, leading to a +38.4% increase in demand sales year-over-year, while improving average order value by +12.8%.

SEBAGO FOOTWEAR

Grand Rapids, MI

Marketing & Sales Coordinator

March 2015 – March 2017

- Managed new product photography and produced creative briefs for marketing collateral execution.
- Implemented seasonal campaigns and supported incremental photoshoots.
- Organized marketing needs of regional tradeshows; worked extensively with local printers and third-party suppliers.
- Planned semi-annual U.S. Sales Meeting and coordinated the Sebago Global Conference.
- Ran and analyzed sales reports for seasonal go-to-market strategy and sales team weekly planning.

PROGRESSIVE INSURANCE CO.

Detroit, MI

Case Coordinator

April 2013 – March 2015

- Handled attorney represented cases with liabilities reaching \$250,000.
- Focused on legal accuracy, trend analysis, and timely settlement negotiations.

FREELANCE

CHACO FOOTWEAR | *Stylist*

Grand Rapids, MI | Fall 2017

Styled wardrobe and products for Chaco Holiday Campaign 2017 on location.

VERDE LIFESTYLES | *Copywriter*

Ann Arbor, MI | Winter 2013

Wrote product copy for organic home furnishings and created relevant blogs to nourish SEO and site authority.

FUSEGAP.ORG | *Beta Tester*

Chicago, IL | Fall 2012

Tested site functionality, researched trends, and wrote creative content for website development.

EDUCATION

UNIVERSITY OF MICHIGAN

Ann Arbor, MI | 2008- 2012

Bachelor of Arts in International Studies: Political Economics & Development

With a focus in NGO business strategy and campaign marketing

TECHNICAL SKILLS

Proficient in Adobe Omniture Analytics, Jira, Microsoft Excel; and familiarity with In-design, Photoshop, and HTML/CSS