

JORDAN D. WILLIAMS
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SUMMARY

Accomplished professional with a proven track record in organizational development, lifestyle business, and advertising production. Actively seeking opportunities that harness my leadership capabilities alongside my expertise as a marketing professional.

EDUCATION

Leader School

Virtual Campus- Chicago, IL
Spring 2021

Kauffman Fast Trac- Tech Venture

University of Missouri-Kansas City, MO
Fall 2019

E-Scholars- Entrepreneurship and Innovation

University of Missouri- Kansas City, MO
Spring 2015

Radio and Photography

Columbia College- Chicago, IL
Fall 2012

**PROFESSIONAL
EXPERIENCES**

BARKLEYOKRP

Producer (2022-present)

- Spearhead multiple advertising campaigns for high-profile clients, delivering exceptional results and exceeding client expectations.
- Manage end-to-end production processes, from concept development and pre-production planning, on-set to post-production and final delivery, ensuring seamless project execution and timely delivery within budget constraints.
- Collaborate closely with cross-functional teams, including creative directors, account managers, and art directors, fostering a cohesive and productive work environment.
- Assist in pitch presentations, contributing creative ideas and showcasing the agency's production capabilities, ultimately contributing to the acquisition of new clients and business opportunities.
- Negotiate contracts with vendors, talent, and production partners, securing favorable terms and ensuring the highest quality production resources were utilized.

Barkley Fellow (2021-2022)

- Participated in a highly selective and competitive fellowship program at Barkley, gaining exposure to various aspects of the advertising industry

- Collaborated with interdisciplinary teams, including account managers, creative directors, strategists, and producers, on projects for diverse clients across different industries.
- Assisted in the development of innovative advertising campaigns from concept ideation to execution, contributing creative ideas and insights.
- Conducted in-depth market research and analysis to support the development of effective marketing strategies for client campaigns.
- Played a supportive role in pitch presentations to potential clients, showcasing the agency's capabilities and helping secure new business opportunities.
- Acquired hands-on experience with various advertising tools and technologies, enhancing skills in media planning, digital marketing, and social media management.
- Demonstrated a passion for learning, staying updated on industry trends and best practices to bring fresh perspectives to the agency's projects.

Louis Vuitton Americas (2020-2021)

Client Advisor

- Provide a world class service experience with clientele by illustrating curiosity, agility, empathy and commercial mindfulness
- Manage a clientele database using software systems to up-sell and cross-sell various luxury goods, resulting in quarterly bonuses
- Implement various skill-sets including entrepreneurship and behavior traits to achieve quality goals
- Participated as a volunteer in the development of diversity and inclusion campaigns

Keefe Cravat (2013-2023)

Owner & Founder

- Develop meaningful client relationships by taking a grass root marketing initiative to develop the brand aesthetics
- Conduct lifestyle analysis workshops focused on the key elements of a client's personal identity to equip them in building a personal and professional image
- Partner with clients to reimagine their style as we design their custom menswear pieces that build confidence
- Leverage technology to seamlessly conduct the client management workflow from inception of discovery calls to executing a client-centered styling experience
- Manage a 5-figure cash flow system to drive revenue and sustain operational expenses while reinvesting into key resources, activities and partnerships

- Implemented a transformational leadership style to manage and collaborate with a team comprised of various backgrounds including entry to high-level individuals which resulted in strong team morale and high productivity

Metropolitan Community College-Penn Valley (2016-2019)

Senior Marketing Associate

- Collaborated with campus president, deans, enrollment manager and key stakeholders to develop strategic marketing plans that targeted adult learners
- Built and led an effective and collaborative paid-internship program to bring awareness to college resources, staff, and student life which increased retention and completion rates
- Developed and presented marketing campaigns for the executive district staff to implement across the five campuses which promoted a sense of belonging for students
- Led a portion of the shared 6-figure marketing budget alongside an administrative assistant to create marketable assets

Perfect Style Boutique (2014-2015)

Sales Manager

- Managed a sales driven marketing strategy that focused primarily on sales and marketing to the work, live, play client
- Key holder and supervisor for a team of four sales associates and managed payroll, team meetings, inventory and cash flow statements
- Created module training using product knowledge provided by vendors and travel to trade shows as the store buyer
- Hosted and coordinated private style experiences for high-level clients such as entertainers and professional experts

Sprint Corporation (2011-2012)

Customer Service Care

- Resolved billing and technical issues
- Responded to complaints by taking ownership
- Cross-selling and earned commission

Walt Disney World Resort Company (2011)

College Program Icon Attractions Internship

- Participated in a living, learning and earning experience with a fortune 100 company.

Macy's (2009-2011)

Women Shoe's Sales Associate

- Reached sales goals by using clientele program tools
- Maintained cleanliness in the stockroom and showroom
- Educated clients on purchases and took time with them to help reduce returns

NOTABLE PROJECTS

Lively Paradox, D&I Consultant Group (2021)

Project Manager

- Conducted consumer and company research to develop a robust and comprehensive client management system
- Implemented operational systems to improve client experience by developing catalogs, faq's, and deliverables
- Created and led new hire onboarding and training for client relations

Distrkct, Music Label & Talent Agency (2021)

Project Manager

- Created the treatment plans and led the production for client music videos from start to finish, which resulted in a final video production
- Created a business strategy to support the talent agency needs, including artist development and studio services

Official Steven G, Social Media Influencer (2020)

Business Strategist

- Created a business strategy to support the growing needs of an influencer by implementing a job description for an assistant to help drive the vision and operations
- Streamlined a go-to-market strategy that increased brand awareness on social media thereby increasing revenue

Greens Catering & Designs, Chef (2020)

Business Strategist

- Improved client experience by implementing an automation service to streamline client intake

Sauced, U Hungry Food Group (2020)

Business Strategist

- Created a workflow system for a kitchen eatery model to provide a better client "front out of the house" experience
- Provided coaching in weekly accountability calls to ensure a successful store opening
- Led the client through problem solving techniques to define the financial strategy and team management structure

Gown Gallery, Women Boutique (2019-2020)

Project Manager

- Completed a company gap analysis which resulted in improving the team culture, client experience and revenue streams
- Managed and oversaw the development of an online store which positioned the company as a global gown boutique and expanded financial growth
- Completed market research and performed study groups to automate processes while still valuing personal interactions with clients
- Implemented organization charts, job descriptions and effective workflows

City of Truth Church, Non-Profit Faith Based (2018)

Leadership & Strategist

- Created and implemented a small group community concept which resulted in of over 18 various groups across Kansas City
- Led a team of five volunteers who assist with special events, training, and software management for small group leaders

Rightfully Sewn, Non-Profit Fashion (2017-2019)

Executive Council Member

- Served as a multi-committee member for the annual fundraiser gala
- Served a two-year term providing financial support, business development, and creative ideation to advance the mission

Generation Rap, Teen Talk Show (2016-2018)

Advisor & Board Members

- Participated in a weekly teen talk show as mentor and coach to students aspiring a career in journalism

Seed Law, Entrepreneur Attorney Group (2016-2017)

Program Associate

- Led and oversaw special events curated for entrepreneurs by implementing event outline plans
- Hosted and presented at special events relating to entrepreneurial topics including panel discussions and awards ceremony

Kansas City Fashion Week (2016)

Designer

- Presented and headlined the spring summer fashion show as a designer representing Keefe Cravat

West 18th Fashion Show (2015)

Intern

- Focused on business development and sought partnerships for sponsorships
- Led the pre-party event for VIP ticket holders and high level sponsors

NOTABLE HIGHLIGHTS

- New Partner ERG lead, Barkley, 2022 to present
- DEI+B Advisory Council Member, Barkley 2022 to present
- Recipient of the inaugural Barkley Fellowship, 2022
- Gown Gallery entered partnership with Keefe Cravat, 2018
- Hosted Disrupted Racial Bias dialogue, Startland News, 2018
- Nelson Atkins Museum of Art, YFA, Party Arty sponsor, 2017
- Hosted For the Fashionpreneur, GEWKC, 2017
- Young Achievers Awards presented by Kappa Alpha Psi, 2016
- Nominated as Kansas City's Rising Star, 2015
- One Million Cups, Kansas City Presenter, 2014

REFERENCES

References available upon request.