

Jordan Liffengren

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PORTFOLIO

Jordanliffengren.com

SUMMARY

LA-based digital marketing specialist with 6 years of experience developing content and crafting copy for e-commerce startups. Specializes in short and long-form copywriting, with a succinct ability to adapt to various voice and tone styles. Expert in managing copy strategy across digital platforms for high-profile companies.

EXPERIENCE

Digital Marketing Content Writer

ORGANICARE • 2023 – Present

The natural, effective alternative to OTC health and wellness products.

- Increased organic search traffic by 49% by optimizing copy for SEO, performing keyword expansion, and identifying new keyword opportunities
- Boosted email marketing revenue by 31.8% through campaign optimization and personalized content
- Created multi-channel content strategy for blogs, social, email, video scripts, landing & product pages, and paid ads
- Leveraged AI tools to craft compelling copy that improved engagement metrics and performance
- Developed and evolved brand voice and tone across all communications to align with changing needs

Creative Copywriter, Social & Digital

POO~POURRI • 2021 – 2023

The leading brand in odor elimination.

- Acted as brand voice across the internet, utilizing good judgment in safeguarding the company image
- Grew social audience by 35k in first six months via organic content and community management
- Kept pulse on trends and developed creative ways to join conversations online
- Pitched, wrote and optimized blog articles, website copy, ads, emails and social media content
- Lead copy strategy for product launches and marketing campaigns

Marketing Manager, Customer Engagement & Retention

RAVEL • 2021

The new “dinneractive” experience where food delivery meets gaming.

- Developed and managed retention campaigns across emails, in-game messaging, push notifications, SMS, and digital ads to increase conversion rates & customer LTV
- Drove creative content for email marketing campaigns and deployed A/B testing to optimize retention KPIs and conversion rate
- Managed and coordinated partnership and promotional opportunities

Marketing & Content Coordinator

FOOD PERIOD • 2020 – 2021

The natural, food-based alternative to balancing hormones.

- Developed and produced original, creative copy and video content for promotional advertisements and marketing materials
- Managed email marketing campaigns that sent out to 10k+ subscribers
- Coordinated referral programs, affiliate marketing, thought leadership, press outreach, and giveaways

Lead Account Coordinator

TOUCH OF MODERN • 2016 – 2020

The most popular men's fashion site.

- Managed and coordinated 60-80 sales events per month under strict deadlines with an average 2-day turn-around
- Crafted copy for automated partner onboarding & instructional process emails sent out to 3k+ vendors, and internal training materials
- Managed social media accounts and increased IG followers by 100k in 3 months

Editorial Assistant & Web Associate

DRUM! MAGAZINE • 2010 – 2016

The ultimate resource for drummers.

- Wrote articles and conducted interviews, recorded and edited videos and photos, crafted newsletters and press releases
- Managed social media accounts and increased FB page likes by 250k+, Twitter followers by 25k
- Coordinated marketing campaigns and trade shows
- Organized annual charity event "DRUM! Night" and helped develop and judge the 2014 & 2015 "Hit Like a Girl" contest

EDUCATION

How to Research & Write Using Generative AI Tools
Writing for Late Night TV & Talk Shows, Levels 1 & 2
Writing Satire for the Internet, Levels 1 & 2
Bachelor of Science, Journalism

LinkedIn Learning, 2023
Second City, 2022
Second City, 2021
San Jose State University, 2018

SKILLS

Hard Skills: Copywriting, Creative Writing, Content Writing, Content Strategy, Social Media, Digital Marketing, Blogging, Search Engine Optimization (SEO), Community Management, Email Marketing

Soft Skills: Excellent Time Management & Organization, Effective Communicator, Adapts Quickly, Creative Problem-Solver, Self-Motivated, Open-Minded, Collaborative

Tools: WordPress, Adobe Creative Suite, Microsoft Office, Google Suite, Asana, Shopify, Omnisend, Keap, Mailchimp, Hootsuite, Slack, Canva, Figma, SEMrush, ChatGPT