

Jordan Inks

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Objective

Seeking an opportunity for growth in the field of digital marketing alongside a brilliant and hardworking creative team.

Skills

- Strategic Planning
- Project Management
- Content Marketing
- Blogging
- Social Media Marketing
- Email Marketing
- Marketing Automation
- Local Search Marketing
- Search Engine Optimization
- Web Content
- Ad Copy
- Video Scripts
- Storyboarding
- Graphic Design
- User Experience Design
- Art Direction
- Brand Messaging
- Data Analysis
- Public Speaking

Volunteer Work

Community Coach

Burchell High School, Wasilla, AK
October 2022 – December 2022

Teaching Assistant

Wasilla Bible Church, Wasilla, AK
September 2020 – December 2022

Youth Leader

Wasilla Bible Church, Wasilla, AK
August 2016 – May 2017

Team Leader

Young Life, Grove City, PA
January 2013 – August 2014

Honors and Awards

Forget Me Not

Alaska USA, 2022

Certificate of Excellence

Beacon Media + Marketing, 2020

Customer Service Star Award

PenAir, 2017

Work Experience

Digital Marketing Strategist I, II, III

Global Credit Union, formerly Alaska USA Federal Credit Union, Anchorage, AK
February 2020 – August 2023

My role at the credit union primarily focused on designing and executing strategic digital initiatives for our business lines while benchmarking and optimizing performance. This included the onboarding of tools to open doors to more sophisticated digital experiences—most importantly, marketing automation software for personalized, growth-oriented communications triggered by member behavior and events. I developed documentation and standard operating procedures for many of these activities.

In April of 2023, the organization merged with Global Credit Union. I helped provide strategic direction for merger communications, rebrand efforts, website redesign, and the introduction of new financial products and technology. I assisted with management and analysis of the member response, providing feedback for the creation of merger and acquisition procedures.

My role also encompassed day-to-day marketing activities such as the thoughtful design and build of engaging web and email collateral for the promotion of financial workshops, giveaways, and rate specials. I also conceived and implemented an annual editorial calendar of educational financial content to feed our inbound marketing funnel on email, web, and social, launching publications for core business lines.

Content Manager/Writer + Editor/Web Project Manager/Junior Editor

Beacon Media + Marketing, Anchorage, AK
September 2017 – February 2020

I held four positions at the agency. In my latest role as Content Manager, I inspired our team to think strategically about client messaging, making the customer the hero in the story. As a content marketing department of one, I wrote and edited all Beacon and client long-form content, providing copywriting support for all departments, coached our social media writers, and managed our white label SEO relationship.

I acted as web project manager for four months to cover a staff shortage.

During this time, I managed all web projects, coordinating with clients and our lead web developer to ensure the fastest delivery time on record. I designed all incoming websites during this period as well.

In my time at Beacon, I achieved first page ranking for many agency and client blogs. I played a crucial role in helping our team take home AMA awards for campaigns developed for Alaska legacy clients such as the Permanent Fund Dividend, LifeMed Alaska, and Chevron Alaska.

Marketing Coordinator

PenAir, Anchorage, AK
May 2016 – July 2017

I joined this regional airline in a season of fast growth and expansion, producing creative and coordinating marketing and promotion for market entry into several new routes in the Northwest and a new route system in the Midwest. I also managed internal PR initiatives, an internal newsletter, PenAir.com, the PenAir brand, and our corporate giving program.

Education

B.S. Entrepreneurship

Grove City College, PA
August 2012 – May 2016

I took courses in content marketing, SEO, graphic design, and IDUX. GPA: 3.65.