



JORDAN ENGELKE



SKILLS

Wordpress & Wix	●●●○○
Spanish	●●○○○
HTML/CSS	●●●○○
Adobe Illustrator	●●●○○
MS Office & Acrobat	●●●○○
Agile Methodology	●●○○○
G Suite	●●●●●

Certifications:

Google Analytics
HubSpot Inbound, Content,
and Email Marketing Certified

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PROFESSIONAL EXPERIENCE

CUSTOMER EDUCATION CONTENT DEVELOPER Feb. 2022-Present

VidMob, Remote

- Head up content development projects aimed at educating customers on AI software use and navigation
- Write and launch full customer education certification program in first 30 days of employment

INSTRUCTIONAL DESIGNER July 2020-March 2022

Quantic School of Business and Technology, Remote

- Developed interactive MBA, Masters in Finance, and Masters in Business Analytics courses within an Agile development framework
- Published five full courses in first year with a strong understanding of unique brand voice and tone

SENIOR PROGRAM SPECIALIST July 2019-July 2020

Institute for Intergovernmental Research, Tallahassee

- Rewrote online federal regulation training program
- Performed substantive content development and advanced research for proposals, reference guides, and technical manuals

COMMUNICATIONS COORDINATOR July 2017-July 2019

Diverse Computing, Tallahassee

- Managed company voice and tone in all areas including digital copywriting, marketing collateral, and technical manuals
- Executed multiple integrated marketing campaigns resulting in a 105% increase in email engagement
- Spearheaded deployment of company style guide and corporate website transition from WordPress to Wix
- Directly managed two digital marketing assistants



EDUCATION

Master of Business Administration Quantic School of Business & Technology

Master of Arts in Literature Washington State University

- President of English Graduate Organization, Vice President of Graduate Pride Alliance, Founder of Graduate Student Professionalization Committee
- Thesis: *An Intersectional Pedagogy for English 101*

Bachelor of Arts in English North Dakota State University, *Summa Cum Laude*

- Minor in Women & Gender Studies, emphasis in Spanish
- McNair Scholars Fellowship for Underrepresented Students
- Thesis: *Teaching Transgender Literature*