

# JORDAN RAWCLIFFE

Marketing Director

✉ Rawcliffe.Jordan@gmail.com

☎ 604-782-5337

📍 Canada, BC

🌐 <https://www.linkedin.com/in/jordan-rawcliffe/>

🌐 [jordanrawcliffe.com](http://jordanrawcliffe.com)

## EDUCATION

Bachelor's Degree in Business Administration

Marketing

Simon Fraser University

📅 2018 - 2020

Awards

- Dean's List 2016 - 2020

Master of Business Administration

Marketing

Carleton University

📅 2024 - current

## CERTIFICATIONS

- Facebook Marketing Course\* (3)
- Google Ads' Certifications (6)
- Google Analytics Certification (2)
- LinkedIn Marketing Certification (2)
- Professional Drone Certification Transport Canada

## SOFTWARE

- Adobe Suite
- AWeber, Mailchimp, MailerLite
- BambooHR
- Blender, Unreal Engine 5
- Canva
- CloudFlare, WordPress
- C++, C#, Java, Python
- Google Suite
- HubSpot, Salesforce, Zoho
- Jira
- LinkedIn Sales Navigator
- Microsoft Excel and Suite

## SUMMARY

Results-driven marketing and business development leader with expertise in pushing growth and optimizing performance through strategic, data-driven campaigns and effective team management.

## WORK EXPERIENCE

### Director of Marketing and Business Development

#### Smart Stuff Teaching

📅 05/2022 - 09/2024

- Established and led Smart Stuff Teaching, a prominent educational material company, overseeing the licensing of over 20,000 resources.
- Led data-driven marketing initiatives through social media, Meta Ads, and other channels that boosted engagement and brand awareness from zero to tens of thousands of weekly visits within the first six weeks
- Launched and directed B2B partnerships with 100+ teacher-authors, increasing the resource library by 5x.
- Recruited and supervised a team of developers to re-create the company's front and back end, which decreased user complaints by 85%.
- Oversaw the company's day-to-day operations, including scheduling, budgeting and strategic planning.
- Reduced operational costs by 23% by implementing automated systems, efficient resource allocation and strategic planning.
- Negotiated the acquisition of multiple stores, securing favourable deals, which resulted in substantial cost savings for the company.

### Marketing and Business Development Manager

#### Martini Construction

📅 11/2021 - 05/2022

- Managed marketing plans and developed engaging content for the website and multiple social media platforms. Increasing engagement by 250%
- Directed the launch of a marketing campaign for an increase in applications by 150%.
- Conducted candidate interviews to identify suitable candidates for various positions. Reduced average time-to-hire by 20% by streamlining the interview and evaluation process.
- Established a temporary office rental space center to support business operations. Achieved a 90% occupancy rate within the first three months of re-launching the temporary office rental space center.

### Co-Owner

#### Mars Management - Digital Marketing

📅 10/2017 - current

- Clients: Fraser Valley Cataract & Laser, BCLasik, Various TPT Stores and Smart Stuff Teaching
- Increased conversion rates by an average of 30% across Google Ads and Meta Ads campaigns through collaborative efforts in refining audience segmentation.
- Enhancing client engagement and conversions through successful email campaign marketing. Boosted email conversion rates by 50% through targeted marketing automation and personalized campaigns.
- Developed and implemented strategic marketing plans that resulted in a 15% increase in the average overall sales within six months, driving significant revenue growth for the companies.

- Microsoft Teams
- MySQL, Tableau
- Pardot, Robomotion
- Zoom

## SKILLS

- A/B Testing
- Agile, Waterfall, Scrum
- B2B, B2C, SaaS
- Content Creation
- Digital Marketing
- Full-funnel Marketing
- Paid Marketing Campaigns
- Performance Marketing
- Project Management
- SEO Optimization
- Social Media Strategy
- Statistical Analysis
- Sustainability Focused

## Marketing Manager

### BI Pure Water

📅 03/2020 - 11/2021

- Facilitate unique experiences in 3D space to attract and improve engagement by over 210%.
- Producing and managing social media, Google Ads, and print media content.
- Leveraged attention to detail to identify low-performing vendors, leading to a 45% reduction in costs while exceeding revenue targets. This strategic focus on vendor performance optimization resulted in enhanced profitability and more efficient operations.

## Owner

### Jordan Rawcliffe Productions

📅 February 2015 - current

- Clients: Fraser Health Authority, Langley Times, Smart Fit, and Wind & Tide
- Filmed and composed weddings, engagements, promotional advertising and short films.
- Produced training videos and promotional content for Wind & Tide, enhancing their training efficiency by 35% and receiving commendations from educational staff for the clarity and professionalism of the materials.

## Vice President

### Strata Council

📅 September 2019 - September 2022

## PROJECTS

### Data Analysis

#### Research

- Analyzed order and delivery data, with the help of AI, to identify bottlenecks for a local pizza restaurant, resulting in a 15% reduction in average delivery times and a significant boost in customer satisfaction with faster service.

### Project Management

#### Product Creation

- Successfully launched the Thor Water Bottle at the SFU bookstore, resulting in an initial sell-through rate of 70% within the first two months, exceeding sales projections by 25%.
- Created a 3D promotional video for the Thor Water Bottle that garnered over 50,000 views on social media, with an engagement rate of 15%, significantly boosting the product's visibility and contributing to a 20% increase in sales during the campaign period.

### Marketing Strategy - TWU Play 'Smash'

#### Marketing

- Developed a promotional video for Trinity Western University's theatre production, 'Smash,' which was featured in the Langley Times. The video significantly increased local awareness of the event, contributing to a 30% rise in ticket sales compared to previous productions.