



# JORDAN HIGGS

Senior Marketing Leader | Brand, Demand & Creative Strategy

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## PROFESSIONAL SUMMARY

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Senior marketing leader with 10+ years of experience building brands, driving demand, and leading integrated campaigns for startups, nonprofits, and global enterprises including Samsung, Bose, Logitech, DoorDash, FanDuel, and DraftKings. Proven track record managing \$3M+ in paid media, growing social audiences into the millions, and delivering measurable revenue and engagement lifts across technology, health and wellness, consumer products, and sports verticals. Full-stack operator across strategy, content, creative production, paid media, influencer partnerships, PR, and marketing technology—equally effective leading cross-functional teams and executing hands-on.

## CORE COMPETENCIES

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**Strategy & Leadership:** Marketing Strategy, Brand Management, Integrated Marketing, Demand Generation, Lead Generation, Go-to-Market Strategy, Campaign Planning, Budget Management (\$3M+), P&L Accountability, Cross-Functional Team Leadership, Stakeholder Communications, Change Management

**Digital & Growth Marketing:** Paid Social (Meta, TikTok), Google Ads, Programmatic, SEO/SEM, Email Marketing (Mailchimp, Mailjet, Klaviyo), Marketing Automation, Account-Based Marketing, Conversion Rate Optimization, Landing Page Strategy, A/B Testing

**Creative & Content Production:** Content Strategy, Brand Storytelling, Videography, Photography, Podcast Production, UI/UX Design, Graphic Design, Adobe Creative Suite, Canva, Figma, Live Streaming, Event Production

**Social Media & PR:** Social Media Strategy, Community Growth (audiences scaled to millions), Influencer Marketing, Public Relations, Crisis Communications, Employer Branding, Internal Communications, Political Media Production

**MarTech & Analytics:** HubSpot, Salesforce, Google Analytics / GA4, Hootsuite, Sprout Social, WordPress, CMS, AI-Powered Content & Analytics, ROI/KPI Reporting, Data Visualization

**Technical:** SaaS Product Development, HTML/CSS, JavaScript, Project Management, Agile, OKR Frameworks

## PROFESSIONAL EXPERIENCE

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### Associate Director of Marketing — Beken Consulting / Beken Holdings

2021 – Present

- Promoted to direct marketing strategy across a portfolio of 8+ clients spanning corporate, nonprofit, behavioral health, and disability services—owning P&L accountability for campaign budgets and client relationships.
- Oversee end-to-end campaign execution from audience research and content strategy to performance analytics, driving 25%+ engagement improvements and 15% average revenue growth across client accounts.
- Lead cross-functional teams of designers, writers, and developers, aligning creative output with client KPIs and maintaining a 95%+ on-time delivery rate.
- Serve as senior strategic advisor on brand positioning and stakeholder communications, contributing to 90%+ client retention and long-term partnership expansion.
- Built the marketing communications function for a multi-brand holding company, establishing messaging frameworks and content workflows across 5+ simultaneous client accounts.

- Executed multi-channel campaigns across corporate, behavioral health, and nonprofit verticals, growing aggregate audience reach 60% year-over-year.
- Managed content calendars, social media strategy, and email marketing, lifting open rates by 20% and social engagement by 35%.

**Founder & Creative Director — Jordan Higgs Creative LLC**

*2020 – Present*

- Founded and operate a full-service creative agency specializing in videography, photography, paid media, and social media strategy—serving 30+ clients from startups to national brands including the PGA, Concussion Legacy Foundation, LG, Samsung, AeroGarden, and Nanit.
- Managed \$3M+ in advertising budgets across Meta, Google, and programmatic platforms, generating 10,000+ qualified leads and reducing average client cost-per-acquisition by 30%.
- Grew 10+ social media accounts across multiple industries, averaging 40%+ follower growth and 3x engagement rate improvements through data-informed organic and paid strategies; personally operate social accounts with audiences in the millions.
- Led cross-functional teams of up to 20 people on integrated marketing initiatives, ensuring on-time delivery and alignment with client goals.
- Produced 200+ video and photo assets for campaigns, websites, and social channels—owning creative direction, production, and post-production across all deliverables.
- Secured strategic brand partnerships that expanded client reach by 50%+, driving measurable awareness lifts across nonprofit, health, education, and sports verticals.
- Founded and launched ProKR (prokr.io), a SaaS platform combining project management, OKR tracking, CRM, and grant management for nonprofits—owning the full product lifecycle from strategy and UX through development, branding, and go-to-market.

**Chief Photography Officer — Pinseeker Studios**

*2020 – 2022*

- Directed all photography and visual storytelling as founding creative executive, establishing the studio's visual identity and production standards.
- Delivered brand, product, and lifestyle photography for national campaigns, overseeing creative direction, crew coordination, and post-production.

**Marketing Strategist & Content Producer (Notable Engagement) — Portable North Pole***Seasonal, 2020 – Present*

- Planned and executed multi-million-dollar holiday and off-season paid media campaigns for the world's largest Santa app, scaling user acquisition during peak demand windows.
- Owned creative strategy, media buying, and performance optimization across Meta, Google, and programmatic channels.

**Marketing & Product Lead (Notable Engagement) — BettorOff Sports**

*2021 – 2023*

- Led app UI/UX design, paid media, graphic design, videography, and podcast production for a sports betting startup, driving brand launch and early user growth.

**Marketing Technology Specialist — County Materials Corporation**

*2020 – 2021*

- Implemented and optimized HubSpot CRM, increasing pipeline visibility and improving customer engagement scores by 25%.
- Led a digital marketing campaign that increased qualified leads by 40% while cutting cost-per-lead by 20%.

**Technology Consultant — Skyward Inc. | Stevens Point, WI**

*2018 – 2021*

- Designed client-facing training programs and custom software solutions for K–12 school districts, improving operational efficiency and driving platform adoption across 200+ institutions.
- Produced video, photography, and marketing collateral that supported product launches and client onboarding.

**Personal Banker — Fifth Third Bank | Franklin, TN**

2016 – 2018

- Advised high-net-worth clients on deposit, lending, and investment products, managing relationships across a portfolio of premier banking customers.
- Consistently exceeded referral and cross-sell targets through consultative discovery, needs analysis, and long-term relationship management.
- Developed the client communications, objection-handling, and trust-building skills that translate directly to B2B and B2C marketing relationships.

## **NOTABLE CLIENTS & BRAND PARTNERSHIPS**

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**Technology & Electronics:** Samsung, Bose, Logitech, Panasonic, LG, OpenAI, Waterpik, Rowenta, Wahl, AeroGarden, Nanit, Arris, PConline 360, Snappr

**Health & Wellness:** Vita Coco, Davinci Labs, Sports Research, Thermacell, C4, Therabreath, Cellucor, PWR Lift, Everlywell, Heal.me

**Food & Beverage:** San Pellegrino, Moose, Redwood Roasters, Mosinee Brewing Company

**Online Services & Platforms:** DoorDash, FanDuel, DraftKings, Cred.ai, BettorOff, FlowSpace, Social Native, Alliant, Power Digital, Future, Stack Commerce, Early Chirp, BizChica Media

**Consumer Goods & Lifestyle:** Arm & Hammer, Built, Fellow, Corkcicle, Travis Mathew, Disney on Broadway

**Sports, Education & Nonprofit:** PGA, Concussion Legacy Foundation, Portable North Pole, Hickory Hill Academy, Murfreesboro City Schools, Compassiviste, LeadHouse

## **COMMUNITY LEADERSHIP & BOARD SERVICE**

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- Board Member — Aria Foundation
- Mentor — Big Brothers Big Sisters
- Volunteer & Advocate — To Write Love on Her Arms, Walk a Mile in Her Shoes, United Way, Partnership Community Health Center

## **EDUCATION**

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**Bachelor of Science, Business & Marketing — Minor in Computer Science**

Middle Tennessee State University, 2016

Activities: Alpha Tau Omega Fraternity — America's Leadership Fraternity