

JORDAN THOMA

CREATIVE MARKETING EXECUTIVE

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ABOUT ME

More than a decade in leadership roles across corporate- and agency-side, coupled with a creative eye and passion for design, distinguish me from traditional marketing executives. My experience uniquely guides my ability to communicate with corporate and creative colleagues alike. An impeccable knack for organization, passion for detailed collaboration, and restless curiosity are the foundations of my success.

SKILLS

Marketing Strategy



Budget Management



Brand Launch



B2B Marketing



Project Management



Digital Marketing



Adobe Creative Suite



CERTIFICATIONS

HubSpot Social Media Marketing

HubSpot Content Marketing

Meta Social Media Marketing

Microsoft Office Specialist

EDUCATION

TEXAS TECH UNIVERSITY

Lubbock, TX

B.A., Advertising; Minor in Psychology

RICHMOND UNIVERSITY

London, England

Study Abroad; English and Advertising

WORK EXPERIENCE

VP OF CLIENT SERVICE

2018-

PM Collective

Serve in a variety of roles as the account team leader at a start-up agency.

Lead agency account team in providing the highest quality client service, strategic recommendations and thought leadership for multi-channel marketing campaigns through data-backed research.

- Top clients: Samsung, Walmart, Teladoc Health, Extenet, VM Products
- Areas of expertise: B2B Content & Marketing, Retail Activation, Tradeshow, Social Media Marketing, Emerging Channels and eCommerce
- Responsibilities: Project Management, Client Service, Creative Content, Brand Strategy, Budget Management, Campaign Planning, Business Operations
- Built agency SOPs and established core clients as a founding team member

ACTIVATION MANAGER

2016-2018

Dr Pepper Snapple Group

Lead, develop and drive the execution of consumer, shopper, social and digital marketing activities and retail activation to engage with consumers and bring brand strategies to life for Dr Pepper and the Flavored CSD portfolio.

- Responsibilities: Planning, Strategy & Insight Development, Project Management, Post Analysis, Budget Management, Cross-Functional Communication, Consumer Messaging, Program Activation
- Led the national Dr Pepper Football campaign including retailer activation, consumer engagement and campaign events

SR. ACCOUNT EXECUTIVE

2013-2016

Ignite Partnership

Oversaw product launch, brand development, and digital merchandising. Worked directly with creative team in developing in-store digital experiences for national retailers including Best Buy, Walmart, Target and Costco.

- Top clients: Samsung, ZAGG, Rex-Goliath Wines, Fiserv
- Maintained financial oversight of multi-million-dollar account including: project-based contract creation and review, billing and invoicing, revenue and resource forecasting, tracking and reporting

ACCOUNT EXECUTIVE

2011-2013

Group360 Worldwide

Work directly with Dr Pepper Snapple Group brands to develop fully integrated shopper marketing campaigns.

- Areas of expertise: Shopper Marketing and Fountain Food Services
- Responsibilities: Project Management, Client Service, Copywriting, Strategy
- Created SOP and internal software system for project management and internal traffic operations