

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



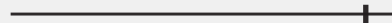
Video Production



Project Management



Video Production



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 & EXECUTIVE PRODUCER

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: Video Production, Web Development, UI/UX, B2B Content & Marketing, Retail Activation, Social Media Marketing
- Responsibilities: Project Mgmt, Client Service, Producer, Brand Strategy, Budget Management, Campaign Planning, Business Operations
- Built agency SOPs and established core clients as a founding team member

ACTIVATION MANAGER

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 & SR. PROJECT MANAGER

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

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