

About

Name

Jordan Whitney

Location

Portland, OR

Phone

(503) 686-9612

Email

jorwhit@gmail.com

Technical Skills

Not limited to:

Comms - Slack, Basecamp, Zoom, MS Teams

File Sharing - Dropbox, SharePoint, Google Docs, Box, OneDrive

MS Office - Word, Outlook, Excel, Powerpoint

CMS - WordPress

CRM - HubSpot

Email - Klaviyo

Visual - Lightroom, Photoshop, Premiere Pro, Canva, Figma

References

Scott Slich

Account Director
(503) 806-1935
sslich@gmail.com

Mary Hall

Editor
(502) 558-3867
mhall@unimediasolutions.com

Becca Paust

Supervisor
(503) 320-6313
bcpaust@gmail.com

Jordan Whitney

jordanwhitney.journoportfolio.com

Specialties

Brand Narrative | SEO | Email | Social | eCommerce | B2C & B2B | Conceptual writing

Work Experience

Copywriter Freelance & Permanent

May 2016 – Present

- **OLIVER Agency – adidas:** Created SEO keyword-rich copy for long-form footers, short-form ATFs and FAQ pages. Each piece balanced compelling brand narrative, seamless keyword integration and technically accurate product descriptions.
- **OLIVER Agency – 3M:** Collaborated with stakeholders to generate PDP copy for Solventum (formerly 3M Healthcare). Executed eCommerce re-writes in new Solventum tone of voice. Participated in concepting sessions for new Scotch-Brite™ and Post-it® product names along with 360 campaign initiatives for other 3M consumer brands.
- **OLIVER Agency – side projects:** Created the tagline for agency-wide creative initiative and authored copy for subsequent newsletter. Wrote copy for Laphroaig PDPs. Participated in concepting sessions for a Pepto-Bismol Thanksgiving campaign.
- **Pip Lancets:** Authored and edited content across all consumer-facing channels, including email, social, eCommerce and blogs. Edited existing content for grammar, clarity, organization and improvements in tone.
- **Children's Cancer Association (CCA):** Helped edit company-wide brand language. Edited social media captions. Authored and edited email campaigns. Wrote campaign and brand descriptions for fundraiser partners. Edited existing content for stories featured in *The Oregonian*.
- **UniMedia:** Helped establish UniMedia as a marketing thought-leader by writing detailed blogs about the latest marketing trends, video production strategies and PR best-practices for both B2C and B2B audiences. Created product copy for eCommerce.
- **Reputology:** Created B2B blog posts about reputation management, social media marketing and review generation strategies.

Education

Bachelor of Arts in Psychology

George Fox University, 2015

Projects

- Regular Newspaper Contributor, *The Crescent*, George Fox University
- Photo Editing and Curating, Nike One Football 18, AKQA