

Jordan Nycole

MORRISETT

CREATIVE OPERATIONS MANAGER

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www.jordannycoledesign.com

Profile

Accomplished Creative Operations Manager with extensive experience in driving operational excellence and optimizing workflows within creative and marketing teams. Proven expertise in process improvement, tool implementation, and strategic planning. Adept at data analysis and metric tracking to support large-scale operations. Excellent communicator with a talent for building productive partnerships across diverse stakeholders.

Education

Bachelor of Fine Art
Graphic and Web Design
Art Institute of Austin
2016

Skills

Empathy | Collaboration |
Adaptability | Persistence |
Project Management |
Process Improvement | Data
Analysis | Strategic Planning
Content Management |
B2c and B2B2C Marketing

Programs

Smartsheet | ClickUp |
Asana | Google Suite |
Microsoft Office | PowerBI |
Salesforce CRM | Salesforce
Marketing Cloud | Zapier |
InDesign | Photoshop |
Illustrator | Figma | AdobeXD
Bynder | Widen | Umbraco

Experience

September 2021 - Present | Corestream

DIGITAL MARKETING MANAGER

- Manage day-to-day Employee Savings Marketing Team activities: strategy, creation, and deployment of weekly e-commerce emails, website content, monthly web ad placements, etc., promoting 350+ brand partners on 100+ client platforms, abiding by all brand guidelines and content preferences.
- Partner with internal teams to understand business goals and integrate creative solutions that enhance campaign effectiveness and client satisfaction.
- Lead planning and coordination for new marketing initiatives, collaborating with writers, designers, sales reps, and external partners from concept to delivery.
- Develop and refine operational workflows to maximize efficiency, implementing tools like Smartsheet, ClickUp, and Zapier to streamline processes and improve cross-functional collaboration.

November 2016 - Present | Jordan Nycole Design

FREELANCE GRAPHIC DESIGNER

- Collaborate with clients to understand requirements and deliver high-quality design solutions such as marketing emails, direct mail pieces, web banners, website mockups, pamphlets, and individual branding collateral.

January 2020 - September 2021 | Saatva

CREATIVE PROJECT MANAGER // MARKETING PROJECT COORDINATOR

- Managed multiple projects simultaneously from inception to completion, tracking milestones and tasks within the creative team.
- Implemented new programs and processes, including new media DAM, team migration to Asana, and creative brief process with the larger marketing team.
- Created and shared project plans, production schedules, and presentations, ensuring seamless execution and stakeholder alignment.
- Collaborated with channel leaders to field creative requests and deliver creative assets across various channels including Marketing, Product, Design, and more.
- Facilitated timely and accurate project completion by delivering creative assets to internal and external stakeholders.

April 2017 - January 2020 | Beneplice

CONTENT STRATEGIST // GRAPHIC DESIGNER

- Designed and deployed email campaigns, accommodating content preferences across a diverse group of 500+ clients and over 750,000 unique registered users.
- Communicated and resolved complications and risks to campaign success.
- Managed relationships and outreach with vendor partners regarding creative collateral, submission, placements, and deadlines.
- Created and coordinated marketing materials for 300+ client accounts, including seasonal email campaigns, direct mailers, benefit fair flyers, swag materials and more, while remaining compliant with all client brand guidelines.

July 2015 - March 2017 | A1 Signs

GRAPHIC DESIGNER AND PRODUCTION ASSOCIATE

- Handled customer inquiries, designed layouts for branding, marketing, and signage needs, and executed pre-press, print production, and installation processes.