




JORDAN SUMPTER


MARKETING & DESIGN SPECIALIST

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PROFESSIONAL SUMMARY

Self-starting designer and marketer with 7+ years of experience executing digital campaigns, building brand identities, and creating content that drives engagement and results. I've led marketing efforts across industries—from SaaS and wellness to events and eCommerce—wearing every hat from content strategist to designer. I work fast, learn faster, and thrive when I'm building something useful, beautiful, and data-backed.

KEY SKILLS

MARKETING & STRATEGY:

• Campaign Development • Brand Strategy • Social Media • Email Marketing • Content Calendars • Market Research • Audience Segmentation

DESIGN & CREATIVE:

• Adobe CC (InDesign, Illustrator, Photoshop, XD, After Effects) • Canva • Branding • Print Collateral • Presentation Design • Trade Show Collateral

WEB & UX/UI:

• WordPress (Elementor, Beaver Builder, WPBakery) • HTML/CSS/JS • Figma • Sketch • Prototypes • Wireframes • Squarespace • Webflow

TOOLS & PLATFORMS:

• Google Analytics • HubSpot • Mailchimp • Constant Contact • Notion • Asana • Slack • Metricool • Later

Professional Experience

MARKETING CONSULTANT

Contract | Remote Work

Deliver strategic and creative marketing solutions for clients across SaaS, edtech, and live event industries. From brand identity to digital campaign execution, I lead initiatives that drive engagement, improve user experience, and support business growth.

Move This World (EdTech, Social-Emotional Learning) | July 2023 - Current

- Designed and maintained website experiences, implemented updates, and improved UI for better performance.
- Developed and built branded email campaigns in Mailchimp and Pardot to drive engagement and conversions.
- Designed print and digital collateral including white papers, social graphics, and event signage.
- Collaborated closely with the CMO and project team on brand evolution, creative campaigns, and strategy.

EventsPass (Event Tech SaaS) | July 2023 - October 2024

- Created and executed full-scale marketing plans including social strategy, email nurture flows, and website content.
- Wrote and designed campaign materials: blog posts, newsletters, sales collateral, and social posts.
- Maintained brand consistency across digital touchpoints and proactively managed brand reputation.
- Partnered with internal stakeholders on event promotions and attendee engagement.

Professional Experience Continued

BRAND DESIGNER & MARKETING SPECIALIST

JUNO, Remote Work | March 2021 - March 2023

Worked with a team of marketing professionals in fast paced environment where I took on many different roles such as social, digital marketing, event planning and lead generation support to focus on acquiring new business.

- Defined and executed the entire visual identity and brand strategy across digital and print touchpoints.
- Designed and managed JUNO's website, implemented SEO strategies, and monitored performance via Google Analytics.
- Built sales and event marketing assets: decks, case studies, booths, swag, and more.
- Created and ran JUNO's social strategy, increasing LinkedIn followers by 1K+ in 90 days.
- Supported events that generated 7,200+ leads annually and coordinated external vendors for SEO and print.

GRAPHIC DESIGNER

JAC Studios J - Self-Employed | December 2018 - Current

Work across diverse industries to craft impactful branding and establish captivating web identities. My expertise stretches across wellness, financial, casino, construction, and e-commerce sectors to deliver tailored visual solutions.

- Built branding and websites for clients in wellness, eComm, tax services, and construction.
- Designed custom WordPress sites and created everything from logos and style guides to social content and flyers.
- Adapted designs for a range of mediums including event invitations, product packaging, and digital ads.
- Delivered high-touch service and quick turnaround to support small business growth.

LEAD GRAPHIC AND UX/UI DESIGNER

Enquire Digital, Coeur d'Alene, ID | April 2020 - March 2021

Served as the visionary and driving force within the organization, assuming complete ownership of design endeavors. I lead multifaceted web projects, branding initiatives, and packaging endeavors. Drove customer interactions, meetings and guided the design journey.

- Sole designer responsible for branding, UX/UI, and marketing visuals across client projects.
- Designed wireframes and high-fidelity mockups for custom web apps and landing pages.
- Led full-cycle design projects—collaborating with developers, clients, and leadership.

REGIONAL STUDIO MANAGER

Beyoutiful Hot Yoga, Spokane & Coeur d'Alene Area | April 2017 - January 2020

- Oversaw daily operations across four studio locations, including a 40-person team.
- Built and ran studio marketing, including influencer partnerships, email campaigns, and content creation.
- Taught over 1,300 yoga classes and helped scale the brand from 1 to 4 locations.

Education & Certifications

B.A. IN VISUAL COMMUNICATION DESIGN

Minor Business Administration

Eastern Washington University, Cheney, WA

CERTIFICATIONS:

- HTML, CSS, Javascript Certification - Nucamp
- Growth Driven Design Certification - Hubspot
- Social Media Marketing Certification - Hubspot
- Foundations of Digital Marketing and E-Commerce - Google