

JORDAN STROHL

digital magic-maker + social storyteller



STALK ME



PHL | NYC | REMOTE



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What I do is one-part storytelling, one-part number crunching, one-part strategy and a dash of creative innovation. My clients have ranged from celebrity chefs and landmark destinations to top-rated lifestyle brands and high-growth startups. I work to create and execute growth strategies by combining visual aesthetics, cultural moments and emotions with supporting data to establish, grow, and nurture online communities.



@JORDSTROHL

THE NITTY GRITTY

PROFESSIONAL

11+ years of experience
Results Driven
Independent Worker
Budgeting + Planning
Attention to Detail
Project Management
Relationship Building
Problem Solver

PERSONAL

Creative Spirit
Motivated + Innovative
Organized
Time Management
Collaborative Leader
Fast Learner
Flexible
Empathetic

NERD ALERT!

- 2008 - 2012 **JOURNALISM + MULTIMEDIA STUDIES**
Temple University
Activities and Societies: TU Diamond Leader, ED2010, Fresh Serve Community Service, National Society of Collegiate Scholars
- 2015 **LEADERS OF LEARNING**
Harvard University
- 2016 **JOURNALISM FOR SOCIAL CHANGE**
University of California, Berkeley
- 2018 **DIGITAL BRANDING AND ENGAGEMENT**
Curtin University

EVERYDAY I'M HUSTLIN'

MARCH
2018
-
PRESENT

DIRECTOR OF SOCIAL MEDIA *MOTHERLY*

- Develop and execute social + distribution strategies to grow, engage and monetize our community across our products and digital platforms.
- Oversee all organic and branded social content + channels ensuring everything supports brand messaging.
- Grew the FB following to almost 3M and the IG following from 40k to over 1M organically
- Create and execute new high impact community initiatives (both digital and IRL) to support our audience + increase revenue.
- Own and report on key growth and engagement metrics for all marketing campaigns.
- Work with sales and brand partnerships to identify, create and execute monetization streams around social and shop initiatives.
- Build on relationships with existing brands and influencers and seek out new PR opportunities to drive brand awareness, channel growth, engagement and recognition.
- Create + lead cost-effective marketing efforts to consistently grow and engage audience.
- Motivate + mentor team members as direct reports.
- Support newsletter, SEO, and other content initiatives

Previous positions held at Motherly:

BRANDED CAMPAIGN MANAGER
SENIOR AUDIENCE DEVELOPMENT MANAGER
SOCIAL MEDIA MANAGER

2021

HEAD OF BRAND STRATEGY, INFLUENCER PARTNERSHIPS + SOCIAL MEDIA *LIA DIAGNOSTICS @MEETLIA*

- Create and execute all social strategy, brand partnerships and giveaway collaborations
- Lead paid social, PR, email and influencer teams

MAY
2017
-
PRESENT

SOCIAL MEDIA + CONTENT MANAGER *BAKER'S DOZEN MEDIA*

Implement and maintain multi-platform digital and social media strategies to deepen customer + fan engagement.
Clients include: Maddie + Kenzie Ziegler, Chef Jet Tila, Chef Aaron Sanchez, Gaby Dalkin of What's Gaby Cooking + more.

THINGS I'M GOOD AT

Translating data into action items

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Executing innovative brand and media campaigns

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Managing and overseeing budgets

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Overseeing cross-functional teams

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Leading influencer, brand partnerships + distribution

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Deepening audience connections through social

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HEY - LOOK AT ME!

JOURNALISM OF EXCELLENCE AWARD

Temple University, 2012

This award recognizes professional reporting of outstanding merit that contributes in an exceptional way to the public understanding of psychoanalytic and psychological principles and phenomena.

FASHION CHAIR FOR GLAMOUR + GIVING

St Jude, 2015

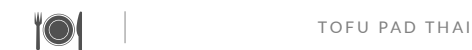
Denver's annual, ladies-only Glamour and Giving fashion show and fundraiser benefiting St. Jude Children's Research Hospital.

WEBBY AWARD WINNER

Motherly, 2020

A webby award is the leading international award honoring excellence on the Internet.
2020 Winner for Viral Video
2020 Nominee for Best Overall Social

IN MY FREE TIME...



REFERENCES AVAILABLE UPON REQUEST

THE HUSTLE CONTINUES

2016
-
2019

**HOME DÉCOR + PARTIES CONTRIBUTOR
WEDDING, STYLE + EVENT CONTRIBUTOR**
BRIT+CO

2017
-
2018

SOCIAL MEDIA + COMMUNITY ENGAGEMENT
GLITTER GUIDE

- Created social media posts + curated engaging content across all social platforms
- Assisted the Creative Director in weekly Pinterest strategy and implementation
- Managed community building and engagement on all social media channels
- Created + scheduled weekly newsletters
- Wrote articles on trending topics

2013
-
2016

SOCIAL MEDIA MANAGER
MYWEDDING, MEREDITH CORPORATION

- Independently developed + managed online marketing campaigns
- Collaborated with other leading Meredith brands: Shape, Better Homes and Gardens, Martha Stewart Weddings, Midwest Living, AllRecipes, etc.
- Curated relative content to reach mywedding.com brides and created socially engaging content
- Managed client collaborations through social media contests and posts with other brands
- Compiled report for management showing results + insights
- Engaged fans and built relationships with existing customers and new brides.
- Implemented social trend reporting through blog traffic and content research
- Collaborated with VP of Marketing to develop and create clear objectives for marketing efforts
- Assisted in the promotion and coverage of national bridal events

2012
-
2015

BRAND MARKETING MANAGER
JAG MEDIA WORLDWIDE

- Managed social media, blogs, communications calendars, branding, newsletters and special events for multiple clients
- Assisted multiple clients with PR, media relations and brand launches
- Generated and negotiated contracts in event logistics, catering and other vendors to ensure event success
- Organized + monitored on-site event and catering teams
- Handled all follow-up event evaluation, billing and assessment
- Worked collectively with owner and CEO in order to provide new and innovative strategies and solutions

2010
-
PRESENT

CONSULTANT | ADVISOR | FREELANCE
JUST JORD MEDIA

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|---------------------------|-------------------------------|
| • The Mumli App | • Bachelor Live on Stage |
| • The Good Beginning | • Voloshin |
| • Elite Daily | • PHL Restaurants: Suraya, El |
| • The Huffington Post | • Techo, Condesa, The |
| • Million Dollar Tan | • Gaslight, National |
| • Whimsy Design Studio | • Mechanics |
| • Printfresh Studio | • NYC Restaurants: |
| • Small Talk Social | • Loring Place, Coco Pazzo |
| • The Sporkful Podcast | • Healing Philly |
| • YSDE Events | • The Agnes Irwin School |
| • Ashley Shenkein Jewelry | • Slapfish Seafood |
| • 1,000 Dreams Fund | • Bella Prana Yoga |
| • Best Damn Beauty | • Just Thrive Probiotics |
| • Hall's Beer Cheese | • Forgotten Skincare + more! |