

+49.171.958.0859
JORDAN-CHANEY.COM
JORDANHCHANEY@GMAIL.COM



PROFESSIONAL SUMMARY

Inspired creative who possesses exceptional communication skills, a conceptual mindset, and strategic thinking. Skilled developing rich, innovative content, by combining clever on-brand messaging with the latest emerging social media technologies.

EDUCATION

Master of Science, Sport Management - 2014
West Virginia University, Morgantown, WV

Bachelor of Science, Sport Management - 2012
Winthrop University, Rock Hill, SC

PROFESSIONAL EXPERIENCE

ELBKIND | Social Media Manager: 2017 - Present

- Social Media Account Lead: Mercedes-AMG
- Guide client with strategic recommendations for content optimization and best practices
- Content development / management across multiple Daimler social media channels
- Plan and lead live event coverage during international auto shows throughout N. America and EU.

BLACQUE | New Media Specialist: 2015 - 2017

- Social Media Account Lead: Mercedes-AMG
- Develop and manage sophisticated content calendars across all social media properties
- Conceptualize, create, and optimize content to support overall digital strategies
- Successful leveraging current trends and social metrics to guide strategic recommendations
- Implement paid media campaigns and report on results
- Contribute to campaign ideation process as well as pitches to client / execution
- Contribute to the development, activation, and measurement of key product launches for Mercedes-AMG including: the Mercedes-AMG GT R, Project ONE Hypercar, and many more

UNITED SPORTS BRANDS | Corporate Social Media Specialist: 2015

- Oversee the conceptualization, production, & execution of digital content to support sales objectives specific to Shock Doctor Sports and Cutters Sports brands
- Capture content on and off-site with world-class NFL and NBA athletes by photo, video, and interviews
- Create, implemented, and reported on paid media campaigns across all channels
- Manage monthly metric reports with detailed performance analysis and strategic recommendations

CLUBMX TRAINING FACILITY | Marketing Manager: 2012 - 2013

- Grew thriving social media community - over 86% growth in first year through content production
- In charge of all aspects of brand development and online presence
- Coordinate monthly events with a maximum attendance of 1000+
- Attract sponsors and negotiate sponsorships for race team
- Develop race day marketing plan for team in order to capitalize on marketing opportunities and fulfill sponsorship obligations

INTERNSHIPS

Atlanta Hawks - NBA | Interactive Marketing Intern: 2014 - 2014

Carolina Panthers - NFL | Ticketing Office Intern: 2010 - 2012

FREELANCE WORK

- Assurant Insurance: copywriting, social media consulting, social media forecasting/planning
- MXVice.com | LeBigUSA.com | ExoticsRacing.com - Interviews, editorials, copywriting

ATHLETE/PERSONALITY LIST

Worked directly with Kevin Love, Jamaal Charles, Michael Brockers, Tommy Medica, Andy Parrino, Rachel DeMita, Blake Baggett, Cole Seely, Dean Wilson, Romain Febvre, Gautier Paulin, Marvin Musquin, Alex Martin, Justin Brayton, Zach Osborne, Jeremy Martin, Davi Millsaps, Troy Lee, and many more.