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PROFESSIONAL SUMMARY

An inspired creative who possesses exceptional communication skills, a conceptual mindset, and strategic thinking. Seasoned through years as a content creator, team-lead, and football fan - I'm prepared to face challenges with a steady, approachable, down-to-earth style.

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

JUNG VON MATT | Social Media Director: 12.2023 - Present

- Manages a team of 5 executing content development and overall channel strategy and management for the Hyundai Global social media.
- Coordinates cross-team efforts and capacity planning upon receiving client briefings, ensuring seamless collaboration and efficient project execution.

ELBKIND | Team Lead Social Media: 2021 - 2023

- Managed the orchestration of key global social media initiatives for Mercedes-Benz through 18 European markets with a multi-cultural team of managers
- Restructured team & processes which eliminated the need for an extra position, created greater work efficiencies, as well as more meaningful growth and experience for Junior team members
- Guided team and client with strategic recommendations for optimization and best practices
- Managed team resource planning, individual development, and overall team workflows
- Successfully conceptualized and pitched NFT concept to one of the largest publicly traded tech corporations in Europe, Reply S.p.A.
- Acted as project liason between blockchain development partners, helping guide concept to MVP through my knowledge of both Web2/3 worlds

Senior Social Media Manager: 2017 - 2021

- Social Media Account Lead: Mercedes-AMG
- Conceptualized, created, and optimized content to support overall digital strategies
- Contributed to campaign ideation process as well as pitching concepts to client & implementation
- Planed and lead live event coverage during international auto shows throughout US & E.U.

BLACQUBE | New Media Specialist: 2015 - 2017

- Social Media Account Lead: Mercedes-AMG
- Developed and managed sophisticated content calendars across all social media properties
- Managed monthly reporting with detailed performance analysis and strategic recommendations
- Successfully leveraged current trends and metrics to guide strategic recommendations

UNITED SPORTS BRANDS | Corporate Social Media Specialist: 2015

- Oversaw the conceptualization, production, & execution of digital content to support sales objectives specific to Shock Doctor and Cutters Sports brands
- Captured content on and off-site with world-class NFL and NBA athletes by photo, video, and interviews
- Created, implemented, and reported on organic and paid media campaigns across all channels

CLUBMX RACING TEAM | Marketing Manager: 2012 - 2013

- Grew thriving social media community - over 186% growth in first year through content production
- In charge of all aspects of brand development and online presence

INTERSHIPS

Atlanta Hawks - NBA | Interactive Marketing Intern: 2014

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

ATHELETES/PERSONALITIES

Worked directly with Kevin Love, Jamaal Charles, Michael Brockers, Rachel DeMita, Troy Lee, Justin Brayton, Shane McElrath, Davi Millsaps, Alex Martin, Tommy Medica, Andy Parrino, and many more.