

Jordan J. King

2240 W. Hardies Rd., Gibsonia Pa. 15044

Email: jordanjking@gmail.com

Phone: (724) 994-9509

Portfolio: www.jordanjking.com

Summary

- Highly motivated marketing and design professional with over 12 years of experience in visual communication, business development, client intelligence, and strategic planning.

Education

The Pennsylvania State University, University Park

1998 - 2002

- B.A., History with a concentration in Modern U.S. History
 - Intercollegiate Speech and Debate Team, Member

Experience

Sequoia Waste Solutions

Pittsburgh, Pa.

April 2018 – Present

Marketing and Design Manager

- In this role, I am the primary UX/UI designer for all product applications and marketing collateral.
- As the project leader, I have headed up Sequoia's website rebranding and development. This includes producing concept and mood boards, low and high fidelity wireframes, visual arrangements, website development and launch.
- My responsibilities also include content creation, brand storytelling, and, above all else, tech-speak translation.

CannonDesign, Inc.

Pittsburgh, Pa.

Marketing Coordinator

July 2017 – March 2018

- As the marketing leader for the Pittsburgh region, I collaborated with firm leadership on pursuit strategy, proposal composition consisting of content writing, design, and production of compelling and engaging marketing materials.
- This included authoring and editing original content for pursuit packages that demonstrated alignment between CannonDesign and the opportunity.
- In addition to these responsibilities, I led various public relations pursuits.

Reed Smith LLP

Pittsburgh, Pa

Client Intelligence Supervisor

April 2016 – July 2017

- My position largely consisted of the analysis and production of synthesized research related to industry trends by examining the financial performance, legal and transactional history, market position in relation to key competitors, and all publicly available SEC filings and media for a specific enterprise.
- I also developed strategic initiatives for key client teams by assessing governmental and regulatory trends and regulations
- In addition, I mentored and provided on-going professional guidance to those reporting directly to me.

Client Intelligence Coordinator

April 2013 – April 2016

- In this position, I conducted analysis of market and competitor performance indicators to inform decisions regarding the firm's competitive position, growth, practice development, pricing, client relationship management, counter-intelligence and marketing.
- Essential functions also included monitoring key client opportunities, market trends, and industry sector movements.

Client Intelligence Specialist

October 2010 – April 2013

- Responsibilities included developing highly detailed strategic competitive intelligence that was used in client acquisition and relationship growth and development.
- Essential functions also included conducting data cleansing, list building, data projects, internal client industry coding, and distribution of various internal financial reports.

Business Development and Marketing Specialist

October 2010 – April 2013

- Was responsible for managing and coordinating the Business Development duties for the Records & E-Discovery Group from its origination at Reed Smith.
- Coordinated marketing introductions for the onboarding of 60 new attorneys.

Document and Application Specialist

January 2009 – October 2010

- Was responsible for the accurate completion of highly-detailed administrative problem solving that was submitted to the very fast-paced environment of the firm's international Business Center.
- Functions included a full spectrum of administrative and technical support such as format correction of documents in all Microsoft Office programs, data entry, time entry, making travel arrangements, preparing pleadings, proofreading and other general problem solving.

Skills

- Extensive graphic design and illustration experience with over 20 years of freelance work.
 - User-centered Design, Sketching/Rendering, Storyboarding, Wireframing, Digital Photography
- Highly proficient in the following:
 - **Design Programs:** Adobe Creative Suite (Particular emphasis on Illustrator, Photoshop, and Indesign), Webflow, Autodesk Sketch
 - **Microsoft:** Word, Excel, Access, Outlook, PowerPoint, Visio
 - **Commonly Used Business Applications:** Salesforce, Microsoft Dynamics CRM, Digital File, Adobe Acrobat Pro, DTE, Workshare Compare, Electronic Case Filing
 - **Competitive Intelligence Resources:** LexisNexis, Capital IQ, Bloomberg Law, BNA Convergence, Hoovers, Monitor Suite, ALM Legal Intelligence, Law360, Advisen, Leadership Directories, Courthouse News