

## Jordan Binkley

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<b>OBJECTIVE</b>	Seeking a full-time position in the field of Digital Marketing.		
<b>EDUCATION</b>	<b>Texas A&amp;M University (TAMU)</b> , College Station, Texas <i>Bachelor of Arts in Telecommunications with a minor in Spanish</i> , May 2025 Cumulative GPA: 3.772		
<b>RELEVANT EXPERIENCE</b>	<b>Real Equity Investment Partners, LLC.</b> , Houston, Texas <i>Social Media Director</i> , August 2021- Present <ul style="list-style-type: none"><li>Manage weekly content creation and scheduling for 3 accounts across 5 different platforms, ensuring consistent brand messaging and timely promotions for all content, products, and events.</li><li>Increased post reach by over 50% in 6 months by monitoring social media analytics and refining strategies.</li><li>Led monthly review meetings with external partners to discuss new strategies to drive organic traffic.</li><li>Directed social media strategy for multiple book and product launches.</li></ul> <b>Global Career Accelerator</b> , College Station, Texas <i>Digital Marketing Student</i> , August 2024- Present <ul style="list-style-type: none"><li>Develop e-commerce marketing strategies with Shopify, focusing on building an online store and boosting conversion rates.</li><li>Create targeted Google and Meta Ad campaigns, using A/B testing to optimize performance.</li><li>Implement social media tactics to grow brand presence on Instagram and TikTok, while enhancing intercultural skills.</li></ul>		
<b>LEADERSHIP EXPERIENCE</b>	<b>Pi Beta Phi Fraternity, Texas A&amp;M University</b> <i>Event Operations Coordinator</i> , March 2024- August 2024 <ul style="list-style-type: none"><li>Designed event themes and managed on-site operations, including safety protocols and member experience, resolving issues promptly for a smooth, successful event.</li><li>Oversaw event setup, execution, and cleanup. Coordinated teams and ensured all design, safety, and member-experience standards were met.</li></ul> <b>Public Relations, Influencing, Social Media (PRISM), Texas A&amp;M University</b> <i>Member</i> , August 2023- Present <ul style="list-style-type: none"><li>Selected from a competitive pool of applicants to join a professional organization focused on digital marketing, social media, and public relations.</li><li>Collaborated with peers and industry professionals in bimonthly meetings to discuss emerging trends and best practices in the field.</li></ul>		
<b>ACTIVITIES</b>	<b>Pi Beta Phi Fraternity</b> , August 2020 – Present <b>Public Relations, Influencing, Social Media (PRISM)</b> , August 2023 – Present <b>Order of Omega - Greek Honors Organization</b> , January 2024 – Present		
<b>SERVICE</b>	<b>Boys &amp; Girls Club</b> , September 2020 – Present <b>Big Event</b> , March 2024		
<b>INTERESTS or SKILLS</b>	Digital Ads Specialist Microsoft 365 Online Organizational Skills	E-Commerce Specialist Adobe Creative Cloud Communication Skills	Canva/Content Creation Intercultural Skills Teamwork Skills