

JORDAN SANDRINI-COOKE

FULL-STACK DIGITAL PRODUCER

PROFESSIONAL SUMMARY

Innovative Full-Stack Digital Producer with 10+ years experience driving double-digit engagement growth for small to medium-sized businesses and optimizing enterprise platforms for 50,000+ global users. Specializing in web development, digital media production, and performance marketing, with experience leading cross-functional teams of up to 8. Strategic professional combining creative storytelling with data-driven technical expertise to deliver high-impact digital solutions that drive measurable business results.

CORE COMPETENCIES

Content Production

Video Direction & Editing, Motion Graphics, Creative Development, Storyboarding, Brand Storytelling, Visual Design

Digital Marketing

Campaign Management, Analytics & Optimization, Conversion Rate Enhancement, User Acquisition & Retention, SEO/SEM, A/B Testing

Technical Implementation

Web Development, UX/UI Design, Marketing Automation, CMS Management, Interactive Media, Front-End Coding

TECHNICAL PROFICIENCIES

Web & Development: HTML, CSS, JavaScript, PHP, React, MySQL, RESTful APIs, WordPress, Webflow, Shopify Plus, Figma, Sketch

Creative Software: Adobe Creative Suite, Final Cut Pro, DaVinci Resolve, Canva, Captivate

Marketing & Automation: Google Analytics, Tag Manager, Search Console, SEMRush, ActiveCampaign, MailChimp, HubSpot, Salesforce Marketing Cloud, CleverTap, N8N

Project Management: Asana, Monday.com, Slack, Agile/Scrum Methodologies

Digital Asset Management: Bynder, DropBox Business, Google Drive

EDUCATION

Rochester Institute of Technology — RIT
New Media Design

LANGUAGES

English (Native) **French** (Fluent)