

Jordan Sandrini-Cooke

Full-Stack Digital Producer

Portfolio

United States

LinkedIn

PROFESSIONAL SUMMARY

Innovative Full-Stack Digital Producer with 10+ years experience driving double-digit engagement growth for 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. Creative professional combining storytelling with data-driven technical expertise to deliver high-impact digital solutions that drive measurable business results.

CORE COMPETENCIES

Digital Strategy & Production

Multimedia Content Development
Visual Brand Communication
Interactive Media Storytelling
Cross-Platform Experiences

Technical Implementation

Web Development (React, WordPress)
Digital Workflow Automation
User Interface Design
Performance Optimization

Data-Driven Marketing

Campaign Performance Tracking
SEO/SEM Strategies
Conversion Rate Optimization
User Acquisition & Retention

WORK EXPERIENCE

FREELANCE | United States

Digital Media & Automation Specialist | 2024 – Present

- Consult with small businesses on digital presence optimization
- Develop end-to-end workflows leveraging N8N automation for lead generation and client outreach
- Create trend-responsive video content focused on maximizing engagement metrics

PHOTOFY | Raleigh, NC

Senior Digital Marketing Analyst | 2022 – 2023

- Implemented comprehensive marketing automation ecosystem enabling sophisticated push and SMS campaigns
- Built 12 React-based landing pages with persona-driven content that optimized customer journey
- Led website redesign that boosted organic traffic by 10% and increased engagement by 40%
- Executed multi-channel marketing campaigns resulting in 8% higher open rates and 3% increase in CTRs

SOUTHERN YANKEE CREATIVE | Cary, NC

Experiential Marketing Manager | 2018 – 2020

- Forged a cohesive brand identity system that catalyzed a 40% upswing in startup lead generation
- Managed productions from concept development to final delivery across six client accounts
- Delivered high-quality video projects securing preferred vendor status for key clients
- Oversaw teams of up to 8 crew and talent while maintaining client satisfaction ratings above 90%

BACK HOME PRODUCTIONS | Cary, NC

Senior Product Executive | 2017 – 2018

- Led post-production processes for high-profile clients delivering impactful multimedia content
- Enhanced digital marketing presence increasing inbound client inquiries by 30%
- Managed digital asset library and internal media server, streamlining content organization
- Facilitated cross-functional collaboration as key liaison between creative and technical teams

AUTOBOX SOFTWARE | Raleigh, NC

Front-End Developer | Support Lead | 2015 – 2018

- Enhanced platform adoption for 50,000+ IBM sellers worldwide managing enterprise accounts
- Boosted website load speeds 250% through technical optimizations
- Achieved power-user ratings over 90% through custom dashboards and responsive interfaces
- Developed interactive demos, case studies, and product explainers that expanded client outreach

EDUCATION

Rochester Institute of Technology (RIT) — Rochester, New York

New Media Design

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

LANGUAGES

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