

JORDAN WORTHINGTON

WOODINVILLE, WA

CONTACT

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EDUCATION



Linfield University

B.S. Marketing
B.A. Journalism & Media Studies
Minor in Spanish

Graduated 2023 Magna Cum Laude

- Dean's List Scholar Spring 2020 - Spring 2023
- Outstanding Marketing Student 2023
- Nominated for [2022-23 Academic All-American team](#)
- Named to [2022-23 Academic All-District team](#)
- Northwest Conference Scholar-Athlete 2020-2023

CAMPUS LEADERSHIP

Women's Basketball Team

August 2019 - February 2023

- Demonstrated discipline, accuracy, teamwork, and high-pressure performance
- 2022-23 season starter
- Earned a spot in the [Top 25](#) in the conference for field goal percentage in the 2022-23 season

Alpha Phi Sorority

February 2020 - May 2023

- Philanthropy and community event coordination

CORE COMPETENCIES

- Paid Social Activation & Optimization
- Campaign Trafficking & QA
- Budget & Asset Management
- Performance Analysis & Reporting
- Audience Targeting & Testing
- Cross-Functional Collaboration
- Agency & Client Communication
- Data-Driven Insights
- Excel & Platform Reporting Dashboards
- Canva
- Meta Ads
- TikTok Ads
- Pinterest Ads
- Reddit Ads
- LinkedIn Ads
- AirTable & ClickUp
- Microsoft Office & Google Workspace
- Adobe Creative Cloud

WORK EXPERIENCE

Media Services Associate

New Engen

June 2024 - Present

Paid Social Activation • Optimization • Reporting

- Plan, execute, and maintain paid social campaigns across Meta, TikTok, Pinterest, and Reddit for retail and DTC clients.
- Manage campaign setup and trafficking including asset coordination, QA, naming conventions, budgets, and launch timelines.
- Monitor performance daily and optimize toward KPIs through creative iteration, audience refinement, and pacing adjustments.
- Analyze platform-level performance data and deliver weekly and monthly reporting, translating results into clear insights and recommendations.
- Support mid-market to enterprise client accounts including BET+, Bucherer, DL1961, Joon Loloi, and Change.org.
- Collaborate closely with strategy, creative, analytics, and account teams in a fast-paced agency environment.

Marketing Coordinator

DiStefano Winery

April 2024 - Present

Social Strategy • Content Performance • Reporting

- Support private and public winery events, ensuring accurate setup, timelines, and guest experience execution
- Serve as a frontline representative for the brand, responding to guest inquiries and resolving issues in real time
- Assist with promotional efforts, customer communications, and post-event follow-ups
- Collaborate with team members to deliver seamless, hospitality-driven experiences

Marketing Coordinator & Tasting Room Associate

Cedergreen Cellars

October 2023 - June 2024

Social Campaign Execution • Performance Tracking

- Planned and published social content supporting events and promotions, increasing Instagram/Facebook followers by 50%.
- Monitored engagement metrics to evaluate content effectiveness and inform future campaigns.
- Supported event promotion and on-site execution in a customer-facing environment.

Communications Intern

Unidos Bridging Community

March 2023 - August 2023

Campaign Support • Data-Informed Messaging

- Supported digital campaigns across Facebook and Instagram for community-focused initiatives.
- Tracked engagement and participation to assess campaign effectiveness and improve outreach.
- Produced bilingual (English/Spanish) content aligned with accessibility and inclusion goals.

Additional Experience

- **Marketing & Public Relations Intern** - The Borgen Project
- **Staff Writer** - The Linfield Review
- **Strategic Communications Writer** - Linfield University
- **Sales, Marketing & Design Coordinator** - Dantelle Apparel