

# Jordan

## McENTAFFER

### Contact

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- JordanMcEntaffer.com

### Education

#### BACHELOR'S DEGREE

Graphic Design  
Drake University

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Public Relations  
Drake University

### Specialties

- Direct Mail
- Email Marketing
- Branding
- Social Media Design
- Project Management

### Skills

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, XD, Animate, Express, Acrobat)
- Microsoft Office 365
- HTML & CSS
- HubSpot
- Marketo
- Google Suite
- Workamajig (SaaS)
- Salesforce (SaaS)
- Prepress (Color separation, color correction, and preflight)

### Relevant Experience

#### Senior Graphic Designer July 2022 – Present

Audigy

- Managed two separate programs for three years: Audigy's Print Newsletter Program and Audigy's eNewsletter Program
- Acted as the lead designer helping transition design team from Marketo to HubSpot for email marketing
- Acted as a contact for manufacturer partners while creating and maintaining a database of product information and photography for advertising purposes
- Helped maintain Audigy and HearingLoss.com brands across all marketing materials
- Designed in-office collateral such as forms, marketing materials, and newsletters for private practices

#### Graphic Designer May 2021 – July 2022

Audigy

- Co-designed design templates for three quarters of client print newsletters
- Created Marketo automated emails for a client e-newsletter program that utilized digital document accessibility requirements
- Collected materials and designed a training for internal employees on the hearing aid industry, manufacturing partners, and related internal processes
- Acted as a go-to person for anyone who had questions on internal processes and needed design expertise

#### Associate Graphic Designer July 2018 – May 2021

Audigy

- Redesigned and maintained a weekly internal newsletter
- Created 5 creative campaigns to be utilized by over 250 clients across the US and Canada
- Designed templates of marketing materials for clients to boost internal efficiency and reduce designers' work time

#### Associate Graphic Designer January 2017 – May 2018

Drake University, Office of University Communications

- Followed prepress processes and handled print production with multiple printers
- Maintained brand identity in materials of the overall institution as well as the separate identities of the individual offices and colleges
- Helped the office integrate and transition to a new brand identity that was created by an outside design agency