




JORDAN REMMES BA, MS

People-Focused
Digital Marketer / PM / Analyst

CONTACT

 (207) 557-5100

 jlake1214@gmail.com

 Philadelphia, PA

 www.ThurayaDigital.com

 /in/jordanremmes/

➤ EDUCATION

MASTER OF SCIENCE (M.S.) MARKETING

Southern New Hampshire University, GPA 4.0
(4.0 scale)

- Graduate Certificate in Digital Media
 - Southern New Hampshire University, GPA 4.0 (4.0 scale)

BACHELOR OF ARTS (B.A.) COMMUNICATIONS

Southern New Hampshire University,
Manchester, New Hampshire, GPA 3.8 (4.0 scale)

➤ EMPLOYMENT

OWNER / FOUNDER

Thuraya Digital, LLC

January 2024 – Present

- Implement individualized, scalable Project Management business infrastructures
- Build marketing analytics client dashboards
- Presentations, panels, podcasts - MeasureCamp NYC, BrainDo, Data Philly, Web Analytics Wednesdays
- Analyze site performance and implement Analytics Strategy
- Configure base GA4, GA4 Event Configurations, Key Event Configurations, Data Layer needs, Google Signals, and Search Console
- Harnessed and taught Artificial Intelligence (AI) using LLMs for Amazon Kindle Publishing

ANALYTICS CONSULTANT

InfoTrust, LLC

June 2020 – December 2023 - Remote

- Account Management and Client Management of key enterprise clients
- Project Management coordinating with large and complex teams and developers
- Stakeholder and client relationship management
- Built strong relationships with clients and identified client objectives (ex. Nestle, Benjamin Moore, Aspen Dental, Purina EMENA, Planet Fitness)
- Drafted technical requirements for web and app analytics systems and documented analytics configurations for Google Analytics including Google Analytics 4 (GA4)
- Communicated analytics requirements and best practices to developers and functional product managers
- Produced analytics audit reports for corrective or advanced tracking and data collection architectures, via Google Analytics
- Educated clients on the importance of online measurement and provided best practice guidance for technical aspects of analytics
- Provided instruction on campaign tagging and additional on-site tracking
- Produced numerous subject matter content in blog articles and webinars
- Provided guidance to data analysts to produce marketing dashboards via Google Data Studio
- Performed ad-hoc analytics for clients and documented all inquiries

ANALYTICS ACCOUNT MANAGER

Seer Interactive

September 2019 – May 2020

- Created Measurement Implementation Plans and executed in agile and waterfall approaches
- Created Measurement Strategy presentations and implementation timelines
- Performed Analytics audits and outline Technical Data Diagnostic Documentation
- Documented and built bot traffic detection measures using reCAPTCHA v3 keys, PHP, JS
- Built custom Google Analytics Event Tracking inside of Google Tag Manager
- Built CSS selector paths and complex trigger rules for tracking user behavior
- Configured customized Google Analytics dimensions, advanced segmentations, views, filters
- Facilitated tracking QA and schedule updates around Sprint Release plans

CERTIFICATIONS

- Google Analytics (GA IQ) Certified
- GA4 Certified
- (SEO/SEM/PPC proficiency)
- Google My Business Certified
- Google Mobile Experience Certified

SKILLS

- Artificial Intelligence (AI)
- Client Data Platforms (CDPs)
- Amazon Kindle Publishing
- Project Management
- Working knowledge SQL, HTML/CSS, Java Script, Web Design, LAMP stack development CMS/CRMs:
 - Firebase, Sitecore, Salesforce Commerce Cloud Business Manager, Salesforce Marketing Cloud (Lightning / Basic), WordPress, Wix, Blogspot, Klipfolio, Google Marketing Platform

- Created Google Data Studio Analytics Reports on a variety of metrics, dimensions SQL case statements and blended data sources
- Hosted regular bi-coastal client calls (Example clients: Typing.com, Psychology Today, Bentley Systems, Louisiana Pacific, Baptist Health, Trex Decking)

GOOGLE DATA RESEARCH ANALYST

Skillsoft

December 2018 – June 2019

- Built custom Google Analytics Event Tracking inside of Google Tag Manager (for SaaS Product)
- Built CSS selector paths and complex trigger rules for tracking user behavior (for SaaS Product)
- Configured Customized Google Analytics dimensions, advanced segmentations and reports
- Maintained tracking environments and implement tracking software on single page application
- Coordinated with Software Engineers on User Interface (UI) changes (for SaaS Product)
- Facilitated tracking QA and schedule updates around Sprint Release plans (for SaaS Product)
- Created Google Data Studio Analytics Reports on a variety of metrics and dimensions
- Educated stakeholders on Analytics interpretations and complex functionalities

DIGITAL PRODUCER / MARKETING SPECIALIST

PixelMEDIA

Dec 2014 - October 2018

- **Digital Producer**
 - Technical marketing management for Elavon (US Bank) initiatives (>300 web properties)
 - Project management: web dev enhancements, builds and migrations (Fortune 50 Clients)
 - CMS Content Authoring (Sitecore, WordPress, Craft, Wix, Salesforce Commerce Cloud etc.)
 - Sitecore Integrations of Web-to Lead Salesforce Marketing Cloud
 - Web Analytics, Insights, Reporting (Google Analytics)
 - Organization of web Information Architecture
 - Quality Assurance and user testing for websites across platforms, operating systems
 - Special Operations with the CEO: Pro Bono Account management and project builds
 - Code Sprint Management of Salesforce Commerce Cloud/Demandware E-Commerce sites

SKILLS CONT'D

- Analytics Software:
 - Google Analytics, GA4/UA Google Data Studio, Microsoft Power BI, Salesforce Reporting, FullStory, Pendo, Google Tag Manager, HotJar, Adobe Analytics
- Project Management Software:
 - Assemble, Asana, Atlassian Suite: JIRA, Confluence, Slack, Monday.com, SharePoint, Prezi, Google Data Studio, Microsoft Power BI, Gather Content, Microsoft Office Suite (O365: Word, Excel, Outlook, PowerPoint), Zoom, RingCentral, Hangouts, Skype, Microsoft Teams
 - Creative Software:
 - Photoshop, Illustrator, Canva, Pixlr, Snagit Editor, InDesign, Final Cut Pro HD, Acrobat
- Other / Software:
 - Constant Contact, QuickBooks Accounting Software, FreshBooks Software, LastPass, reCAPTCHA, and others
- Associated Press (AP) Style Copy-editing

DIGITAL PRODUCER / MARKETING SPECIALIST

• **Digital Marketing Specialist**

- Supported clients for Local, Organic and Paid Search Engine Marketing
- Supported clients for E-mail Marketing
- Built and white-label Digital Analytics Platform for new company product offering
- Client pursuit work for potential Digital Marketing clients
- Performed project management for internal (PixelMEDIA) and external (client) projects
- Improved processes for department and corporate needs
- Performed analytics consulting/reporting for clients (Web Analytics, Heatmapping)
- Used various CMS to edit client websites (install plug-ins, implement 301s, metadata, etc.)
- Updated clients' Google Analytics codes and verify Google Webmaster Tools (Search Console)

MARKETING & SOCIAL MEDIA SPECIALIST

Udiosoft

July 2013 – November 2014

- Collaborated with CEO/COO to start-up and triple growth of new company (\$1 – 3mil)
- Hired and directed Marketing consultant team
- Produced creative design content
- Rebranded and re-launched company website via collaboration and directing Software
- Development Company, Business Analyst, Project Manager and Marketing Team
- Edited Website via SharePoint CMS
- Built landing pages for E-mail Campaigns and created graphic design for company collateral
- Created Constant Contact e-mail campaigns
- Crafted and generated weekly Google Analytics and Salesforce Reports
- Increased Brand awareness via Social Media
- Coordinated vendor/sponsorship positions at several tradeshow events

HONORS


- Magna Cum Laude at Southern New Hampshire University May 2008
- Named to SNHU President's List three of three consecutive years
- Nominated as an SNHU Leadership Conference Representative
- Notary Public, State of Maine Commission 2007 - 2012
- Nominated to the International Scholar Laureate Program Delegation on Business
- Mobile Digital Marketing Alumni Panel - 2015
- BrainDo "Client Data Platform" discussion Panelist - 2024
- Data Viz Philly - Data Visualization Presenter - 2024
- MeasureCamp NYC - AI and Digital Publishing Monetization Presenter - 2024
- BrainDo Data Visualization Podcast Guest - 2024



JORDAN REMMES, BA, MS

*People-Focused
Digital Marketer / PM / Analyst*

CONTACT

 (207) 557-5100

 jlake1214@gmail.com

 Philadelphia, PA

 www.ThurayaDigital.com

 [/in/jordanremmes/](https://www.linkedin.com/in/jordanremmes/)

➤ REFERENCES

MADDIE CANTRELL

Senior Product Manager

Hyros

Cincinnati, Ohio

(919) 616-0754

madisoncantrell31@gmail.com

MICHAEL LOBAN

Founder / Owner

InfoTrust LLC

Cincinnati, Ohio

(513) 314-1094

michael@infotrustllc.com

JORDI ROURA RABAT

Senior Analytics Engineer

InfoTrust LLC

Milford, Ohio

(513) 764-9823

jordi@imestre.net

MELISSA "MEL" ROACH

Sitecore Architect / Sr. SFCC Web Developer

Red Wing Shoe Co.

Portsmouth, New Hampshire

(917) 916-8821

roachmy@yahoo.com