

Freddie Jordan

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SUMMARY Dynamic Marketing Manager with 2 years experience marketing consumer products within a competitive toy industry. Expert in brand building through 360° marketing, strategic planning and key account management.

SKILLS Key account relationship management, Strategic Planning, Product Launches, Accurate budgeting, Pricing & Retail Management

EXPERIENCE **Marketing Manager, Magformers LLC, August '14 – Present.**

- Lead Magformers team in all aspects of Marketing & Graphic Design, reporting directly to CEO.
- Developed and executed National Marketing strategy managing a 2015 budget of \$800,000.
- Implemented Magformers POS Thanksgiving Pallet display campaign for Kohl's. Increasing in-store SKU count from 2 items to 15 generating \$1MM.
- Prepared presentations for product pitches & line reviews.
- Partnered with Sales Reps to drive and execute key business decisions impacting assigned accounts.
- Oversaw design team to create total of 9 Nickelodeon licensed product SKUs featuring Teenage Mutant Ninja Turtles, Blaze, Shimmer & Shine. Acted as direct liaison between Magformers and Nickelodeon creative.
- Co-ordinated and communicated product information to retailers.
- Built the Magformers team, from the "ground up", including influencing CEO & Owners to invest in Website analytics & relaunch, in-house graphic designers, online marketing managers.
- Lead creative team and communicated with factory to complete packaging and brand re-design. Growing U.S SKU count by 25 in 2 years.
- Wrote all copy and press releases for products and marketing materials.
- Oversaw the organization, project timelines and design of all U.S based Toy exhibitions. Highlights include New York Toy Fair, Dallas Toy Fair, Learning Express annual convention, ASTRA, EdExpo, ChiTag.
- Developed National TV AD campaign, from concept to execution. Produced content for 15 and 30 second spots, which aired Nationally in fall 2015 on Nickelodeon, Disney XD Cartoon Network, and Boomerang.

- Collaborated with web agency to oversee redevelopment of Magformers website in Oct '15. By end of Christmas period (3 months) '15 sales outweighed all '14 sales, up by 28%.
- Developed and executed company email marketing strategy. Growing email list from start to over 2,000 retailers and over 5,000 consumers.
- Acted as Webmaster for Magformers.com website, maintaining catalog, promotions and inventory.
- Worked directly with Specialty Store Owners to co-ordinate and execute in-store promotions at local level.
- Assisted with development 2015 Social Media Strategy, growing fan base 284% 14/15.

EXPERIENCE

Solidworks Designer, National Integrated Systems, Oct '13 – August '14

- Designed Gravity Feed Racks using standardized components.
- Assembled components using Solidworks assembly feature.
- Created accurate detail drawings and BOMs for build.
- Reviewed and revised existing engineering drawings.
- Ensured all designs adhered to strict ergonomic guidelines.
- Liaised directly with OEM's & Tier 1 companies in the automotive industry.
- Collaborated with on-site staff to monitor production of GFRs.

Lead Care Support Worker, Crossroads Care Havering, Apr '06 – Sept '13

- Managed and trained other staff members.
- Oversaw the care of children and adults with disabilities.
- Scheduled and took part in field visits.
- Created stimulating activities for clients.
- Effectively co-operated and collaborated with clients and staff members.

ACHIEVEMENTS **Awards, achievements and publications**

- Featured in Feb 2016 Toys & Family Entertainment Toy Trade Magazine.
 - Featured designer on TheWeatherChannel.com for Starbucks SeedPod Community Project.
 - Published in book 250 Innovative Ideas: Innovation that works.
 - Completed successful College exchange program with San Francisco State University from '08-'09.
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EDUCATION **Industrial Design & Technology BA (Honors)**
Brunel University, London, England
Graduated 2010
(Lived in the U.S since 2013 and am a permanent resident)

COMPUTER **Photoshop, Illustrator, InDesign, Office, Keynote, Google Analytics,
Magento (knowledge of backend user interface), MyEmma, Solidworks,
Sketching, Model Making, Photography**

REFERENCES Upon request