

# JORDAN HAYES

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## MARKETING

### PROFESSIONAL EXPERIENCE

#### **Nike, Allen, TX**

##### *Sales Associate, Part-Time (2022 – Current)*

- Serve as primary point of contact for consumers along their customer journey.
- Promote the Nike App and membership signups for a seamless consumer experience.
- Work cross-functionally with team members to ensure consumers complete a transaction.

#### **Texas Department of Family and Protective Services, Austin, TX**

##### *Family Based Safety Services – Support Specialist (2019 – 2022)*

- Completed multiple office management tasks at a time across three Texas counties.
  - Worked with the management team to assign and transfer cases to caseworkers.
  - Used Microsoft Excel to track drug test completions for 40 clients each week.
  - Collaborated with caseworkers to ensure case updates were submitted before monthly deadlines.
- Assisted in planning two staff appreciation events.
  - Managed staff RSVPs to make sure enough resources were available.
  - Each event hosted about 200 employees.
- Served as liaison between clients and caseworkers.
  - Answered client inquiries when caseworker was unavailable.
- Worked cross-functionally with Legal, Investigation, and Kinship divisions.
- Built and maintained approximately 30 relationships with foster youth.
  - Used active listening and communication skills to understand the foster children's life goals, interests, and provide assistance.

#### **Austin State Hospital, Austin, TX**

##### *Psychiatric Nursing Assistant (2018 – 2019)*

- Observed 20 patients simultaneously and reported on behaviors using the Avatar software.
  - Data collected included eating habits, conversations, mood, and health statistics.
- Developed and maintained relationships with patients.
- Engaged with patients during team exercises and legal system workshops.
- Solved safety issues each day by utilizing problem-solving skills.
  - Applied effective interpersonal communication methods to calm patient-to-patient altercations.

**Mathur Lab – Texas A&M University**, College Station, TX

*Research Assistant (2017 – 2018)*

- Lead and assisted with psychological and neurological research studies.
  - A Texas A&M professor who was the primary investigator for all lab studies.
  - All participants were Texas A&M students.
- Conducted three studies throughout the year.
  - Pain perception and tolerance, eye tracking, and pain biases.
  - One study has been published; the other two were still ongoing upon my graduation.
- Recorded and archived participant results into Qualtrics software after each session.
  - Participant tasks included interview questions, pain tolerance tests, computer tasks.
- Utilized analytical skills to assist in cleaning participant data using Microsoft Excel.
  - Quality control methods were used to ensure accurate data results.
  - Multiple staff reviewed collected data to ensure data rigor.
- Managed research equipment.
  - Inspected equipment for cleanliness and functionality.
  - Set up equipment for each study session.

**SKILLS**

- Constructing awareness strategies using marketing communication channels.
- Data extraction via SQL and Python software.
- Building persuasive data-driven storyboards.
- Tracking and reporting key performance indexes using Google Analytics.
- Assembling ad hoc reports using coding techniques in R and Python.
- Generating dashboards and other visualizations using Tableau to aid in results presentations.
- Identifying correlations in consumer behavior using available data.
- Building pivot tables and using other advanced features of Microsoft Excel.
- Segmenting consumers and targeting new potential consumers.
- Project management and event planning.
- Handling multiple projects at once and meeting deadlines.

**TECHNICAL SKILLS**

- **Current Certifications**
  - Advanced Google Analytics, Social Media Certified, Introduction to SQL (Structured Query Language), Marketing Analytics for Business, Introduction to Python
- **Languages**
  - SQL (Structured Query Language), Python
- **Software**
  - Google Analytics, Tableau, Mail Chimp, Qualtrics, Avatar, Microsoft Suite

**EDUCATION**

**Texas State University**, San Marcos, TX

*Master of Science (MS), Marketing Research and Analysis*

*2020 – 2022*

**Texas A&M University**, College Station, TX

*Bachelor of Science (BS), Psychology*

*2014 – 2018*