Jordan Goodman

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Professional Experience

Director of Marketing | Strats & Roadmaps Digital Marketing

2022–2026 | Denver, CO | stratsroadmaps.com

- Directed agency marketing services and delivery processes for four retainer clients and two project clients in home services and outdoor recreation.
- Launched an account-based marketing program that generated $2.75 million in B2B client sales.
- Developed a customer-data product to analyze new and existing customers and guide campaigns that generated $2 million in B2C client sales.
- Built the agency website and content; managed operating systems and updated processes as business needs changed.
- Sold the agency's book of business in July 2026.

Director of Marketing | Sam The Concrete Man

2023–2024 | Denver, CO | Contract

- Directed corporate and franchise marketing across 80+ U.S. locations as a member of the executive team; supported technical SEO and content for local websites.
- Managed a $3 million annual marketing budget, including $2 million in advertising (Meta & Google Ads) and $1 million for events, radio, and affiliate marketing.
- Led six full-time marketers and two part-time contractors; set responsibilities, training, and performance standards aligned with a $60 million annual revenue goal.
- Increased franchise-network leads by 22%, improved conversion by 7% quarter over quarter, and
- contributed to $3 million in additional franchise-network sales.
- Built location-based email follow-up automation and project tracking; campaigns achieved 30–40% open rates, 15% click-through rates, and 3–4% conversion.
- Supported franchise sales presentations, training materials, and new-franchisee onboarding

Digital Marketing Manager | Sage Lion Media

2019–2022 | Denver, CO

- Restructured the digital marketing department, defined services and hiring guidelines, and increased monthly billable work from $8,000 to $20,000.
- Managed three marketers, one designer, and one developer; worked with clients to set goals, budgets, and quality standards.
- Delivered inbound email campaigns with 65% open rates and 45% click rates.
- Managed customer journeys from strategy and content through marketing automation; used performance data to adjust plans and budgets.
- Introduced Jira to organize projects and improve team communication.

Digital Marketing Strategist | Gorilla Group

2017–2019 | Denver, CO

- Developed digital marketing strategies for midsize and enterprise clients in industrial, healthcare, consumer products, pet, and e-commerce markets.
- Advised clients and internal teams on HubSpot setup, integrations, and platform use.
- Managed welcome, loyalty, product, seasonal, and review email campaigns; coordinated marketing, sales, design, and content teams to keep messaging consistent.

Marketing Specialist & Technologist | Sprout Content

2016–2017 | Denver, CO

- Built landing pages, calls to action, ebooks, and infographics; launched welcome, drip, lead generation, promotional, and review email campaigns.
- Advised clients on HubSpot and marketing technology; analyzed campaign data and ran A/B tests to compare performance.

Web & Graphic Designer | University of Colorado Colorado Springs

2015 | Internship

- Helped develop and test 18 departmental websites; worked with faculty on design and content.

Education

Bachelor of Arts | University of Colorado Colorado Springs

Major: *Communications – Organization and Strategy*

Minor: *Political Science – Global Politics*

Graduated: *2015*

Certifications

Google: *Digital Marketing & E-commerce; Data Analytics.*

HubSpot: *HubSpot Platform, Inbound Marketing, Contextual Marketing, Content Marketing, Email Marketing, Social Media, Client Management.*

Technology Used

Analytics and advertising: *Google Analytics, Google Ads, Facebook Ads, Semrush, Ahrefs.*

CRM and automation: *HubSpot, ActiveCampaign, Klaviyo, Mailchimp, Constant Contact, Act-On.*

Project management and commerce: *Jira, Shopify, WooCommerce, Magento 2.*

Design and content: *Adobe Photoshop, Adobe Premiere Pro, Canva, Visme, Figma.*

Recognition

Clutch Top 20 Digital Marketing Agency in Colorado, 2024 & 2025 (agency recognition).

Top 1% HubSpot Power User: five quarterly awards, 2019–2023.