

Jordan Wiebe

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Summary

Versatile professional equipped with a multifaceted blend of skills ranging from graphic design, event & project management and creative systems to communications and elite organizational skills. Empathetic and passionate leader driven by integrity in relationships, collaborative environments, and mission-driven organizations. History of advancement into leadership positions. Elite people, project, and program manager with experience in housing, professional sports, mental health, the arts, and community outreach.

Profile

- Art & Graphic Design
- Community Engagement
- Creative & Conceptual Thought
- Program & Project Management
- Event Conception & Execution
- Creative Campaign Execution
- Marketing Strategy
- Non-Profit Management

Technical Proficiencies

Adobe Creative Suite | Google AdWords | InfusionSoft | MVPAudience | MailChimp
Facebook Ads | SquareSpace | Stripe | Square | Toast | Microsoft Office

Work Experience

Director of Marketing & Communication, Fresno Football Club (2017 to 2019)

Directed a team of six staff through marketing, communication, and event operations, controlling a \$200k budget and leading omni-channel strategic planning and overall project management. Identified and facilitated partnership opportunities, coordinating partnership activation and collaborating alongside national brands such as Chevron, Mercedes-Benz, and Toyota. Championed all creative initiatives, directing creative campaigns and community outreach. Developed branding system, merchandise, photography, videography, and collateral strategy.

- Achieved the 40 under 40 Award from the Central Valley Business Journal
- Secured \$350k in merchandising revenue generation within the first year
- Acquired \$80k in corporate partnerships revenue during the first year
- Finished in second place for walk-up ticket sales within the league, hosting 20+ matches with an average attendance of 4,831

Housing Manager, Turning Point of Central California (2012 to 2014)

Spearheaded housing operations relating to clients living with mental health and substance abuse issues, serving on the leadership team and directing new client intake processes to analyze and identify immediate housing needs. Organized long-term goals alongside clinical staff to drive daily actions.

- Cut client hospitalizations and jail visits by 35%
- Effectuated the successful long-term housing of 112 clients
- Empowered 53 clients with top-notch case management services
- Earned the Mental Health Outpatient Program of the Year, awarded by Fresno County Department of Behavioral Health

Creative Arts Coordinator, Social Vocational Services, Tower Center (2010 to 2012)

Fostered creativity and healthy outlets in adults living with development disabilities through art projects, promoting a safe and inclusive environment to work towards achieving social, creative, and developmental goals. Oversaw client activities and monitored individual goal plans, collaborating directing with center director and home-care staff.

- Designated over \$5,000 to clients living with developmental disabilities across 4 art shows
- Planned, marketed, and executed 10+ community art events to facilitate center outreach and engage with the local arts community

Additional Work Experience

Visual Artist, Minneapolis, MN & Oakland, CA (2020-current)
Marketing & Community Manager, Athletic Club Oakland & Mama's Boy Pizza, Oakland, CA (2022-2023)
Director of Marketing & Ticketing, Fresno Fuego FC, Fresno, CA (2014-2017)
Program Associate, Boys & Girls Club, Clovis, CA (2009-2010)

Education

B.A. in History
Fresno Pacific University, 2007

Creative Projects

The Very Asian Foundation, website, merchandising & communications, 2021
1852 Brewing Company, mural, 2021
The English Learners Group, Inc., website, 2019
Chevron Soccer Academy, Fresno Football Club, 2018
We All Follow The Arsenal, book, 2015
Fresno Art Museum, community mural, 2015
Neighbor Collective, art exhibition, Iron Bird Lofts, 2013