


# Carson Jordan

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A dynamic account manager with 10+ years of experience driving growth across health, hospitality, and research sectors.

## Education

B.S. in Psychology  
Florida State University

## Skills

- Account Management
- Client Retention
- Strategic Communications & Brand Development
- Market & Performance Analysis
- Project Management
- Digital Content Strategy
- Data-Driven Insights & Research Writing
- Psychological & Behavioral Insight
- Team Organization
- Cross-Functional Team Leadership

## Certifications and Training

**Product Suites:** Google, Adobe, Microsoft

**Project Management:** Asana, Agile, Miro

**SEO:** Moz, Screaming Frog, SEMRush

**Web Analytics:** Google Analytics Certification

## Experience

*Account Director*

2022-Present

### **The Grales**

- Lead account strategy across four hospitality brands, improving alignment and consistency.
- Developed and implemented a communications strategy that increased sales by 35%.
- Created high-impact marketing, menu, and ad copy aligned with evolving brand identity.
- Boosted online engagement by 65% through targeted digital campaigns and content.
- Continuously track trends to identify growth opportunities and improve market positioning.

*Clinical Account Manager & Coordinator*

2021-2022

### **Behavioral Wellness Clinic (BWC)**

- Strengthened client relations and drove a 45% increase in new client acquisition.
- Managed project timelines, team onboarding, and multi-format communication assets.
- Supported branding across clinical and conference materials.

*Clinical Account Manager & Project Coordinator*

2018-2021

### **Florida State University, College of Medicine**

- Oversaw major research accounts (Google, NIH, DoD) for multimillion-dollar clinical initiatives.
- Managed budgets, deliverables, data analysis, and co-authored academic publications.
- Led hiring, team development, and long-term project strategy.
- Spearheaded interdepartmental collaborations and external partnerships.

*Account Manager & Creative Strategist*

2015-2019

### **Lucky Goat Coffee Co.**

- Directed brand strategy and account growth for a leading regional coffee brand.
- Launched a customer retention program that drove 30% repeat business and 200% higher engagement.
- Led all copy and content efforts including newsletters, blogs, social media, and internal communications.
- Applied market insights to refine voice and improve positioning across touchpoints.