JORDAN ARMSTRONG

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DIGITAL MARKETING & VIDEO PRODUCTION LEADER

PROFESSIONAL SUMMARY

YouTube-focused video and content marketer with 9+ years of experience. Produced all 157 long-form videos (1.1M+ views) on the Proven Winners Direct channel as it grew from 500 to 22,000+ subscribers, and connected it to Google Shopping to help drive record 2025 channel sales of $56,000.

CORE SKILLS

YouTube Analytics • Google Analytics 4 (GA4) • SEO (Semrush Certified)
Content Strategy • Creative Direction • Production Planning
Tools: Adobe Premiere Pro, After Effects, Photoshop, YouTube Studio

PROFESSIONAL EXPERIENCE

Proven Winners (formerly Four Star Greenhouse / Proven Winners Direct) | Carleton, MI • Sep 2017 – Oct 2026
Associate Marketing Director – Video • Jan 2026 – Oct 2026

- Executed the annual content plan for Proven Winners' main consumer-facing YouTube channel (137,000 subscribers), producing, editing, and publishing videos and coordinating content from outside creators.
- Evaluated and approved external production proposals, balancing creative goals, scope, and cost, and reviewed final deliverables to uphold brand standards.
- Developed the 2027 video production schedule and recommended equipment upgrades for upcoming shoots.
- Coordinated multi-state shoots and travel logistics; independently led on-location productions.

Digital Marketing Specialist • Sep 2017 – Dec 2025

- Produced all 157 long-form videos for the Proven Winners Direct YouTube channel (1.1M+ views) while its subscribers grew from 500 in 2021 to 22,000+.
- Independently integrated Google Shopping with YouTube, helping drive record 2025 channel sales of $56,000.
- Developed a video around top-searched fall plant keywords that became the channel's #3 most-viewed of all time in 14 months, with 44,000+ views and nearly $1,500 in sales.

MarketScale | Remote • Sep 2023 – Present
Freelance Video Editor

- Edit business-focused social videos, podcasts, commercials, presentations, and training content.

Rochester Mills Beer Company | Rochester, MI • Mar 2016 – Feb 2020
Manager (part-time weekends from Sep 2017)

- Recruited, trained, and led employees while overseeing operations, scheduling, and team performance.

Celebration Cinema | Grand Rapids, MI • Apr 2015 – May 2016
Marketing Intern / Freelance Video Editor

- Managed social content and produced promotional videos for company events.

Grand Rapids City Hall | Grand Rapids, MI • Jan 2013 – Apr 2015
Social Media Manager / Production Assistant

- Managed social communications and produced video for city television, web, and social channels.

CERTIFICATIONS

Google Analytics Certification (GA4) | Google Skillshop • November 2026
SEO Essentials Certification | Semrush Academy • November 2026

EDUCATION

Grand Valley State University | Grand Rapids, MI
Bachelor of Business Administration, Marketing • Bachelor of Arts, Communications