

# Irina Jordan

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<https://www.linkedin.com/in/irinajordan/details/recommendations/>

Highly versatile senior executive who can drive compound growth through innovative GTM strategies.

Skilled at building brands, scaling digital footprints, developing digital assets, and maximizing social media reach. Resourceful and tech savvy professional capable of back-engineering high-ROI campaigns on a variety of budgets. Strong team builder and people-focused leader who can enable individuals to perform at their career best and achieve high retention rates by matching talent to role, creating engaging and inclusive culture, and facilitating growth opportunities through mentoring and coaching.

Pavilion Executive member. GTMfund member. Women in Revenue member.

## EXECUTIVE LEADERSHIP COMPETENCIES

Strategic Planning & Execution | Integrated Marketing Strategy & Implementation | Data-Driven Decision-Making | Training & Mentorship | Team Building & Management | Community Led Growth | Revenue Operations | Market & Competitive Research/Analysis | Presentations & Public Speaking | Goal Setting & Performance Measurement | Go to Market | Business Development | Sales Strategy

## PROFESSIONAL EXPERTISE

**Chowly** - San Diego, CA December 2023 - Present

*All-in-one ordering platform for restaurants of all sizes.*

### Head of Demand Generation

Drive Chowly's business growth by developing and executing strategies that increase the market presence and generate demand.

**Valcre** – San Diego, CA November 2022 – August 2023

*Commercial real estate industry's premier end-to-end appraisal software solution.*

### VP of Marketing

#### Executive Functions & Accountabilities

**Defined strategic vision** and created detailed roadmaps to achieve departmental and organizational goals. Liaise cross-functionally to align on strategic goals.

**Provided thought leadership** for brand and external communications.

**Worked in collaboration** with Sales and CS to develop and execute go to market plans.

**Developed and managed all marketing programs**, guide content and collateral creation, and oversee all advertising and marketing campaign planning and execution.

**Conducted market research** to stay abreast of industry trends and competitor positioning.

**ImPACT Applications, Inc.** – San Diego, CA 2015 – 2022

*Industry-leading creator of a tech-driven ecosystem of concussion management tools and training.*

Transformed the company's product offering, increased customer LTV, and drove global scalability. Championed a non-traditional CMO role with full ownership of eCommerce, lead generation, web-based product development and launch, and back-end data infrastructure. Partnered with CEO to develop quarterly/annual strategic plans and OKRs utilizing data-backed market knowledge.

### **Delivered Results**

**Leadership** – Built and managed a versatile, high-performing distributed marketing organization with 100% voluntary retention. Developed a digital onboarding experience with tailored training to foster creativity and establish a growth-oriented culture.

**B2B & B2C eCommerce** – Headed the development and launch of a self-service, subscription-based online training platform that contributes 20% to overall revenues. Pioneered the company's first-ever direct-to-consumer at-home test product, which has generated 6 figures in sales to date.

**Brand Impact** – Provided thought leadership and influenced change across all aspects of global branding, public image, marketing, and advertising strategy, external communications, PR, industry relations, media relations, sales campaigns, and marketing metrics.

**Lead Generation** – Refreshed the lead generation strategy and developed a lead scoring dashboard for Sales that helped elevate YOY growth by 10%.

**Budget** – Managed \$3M budget for paid advertising tech stack, including databases, analytics, website, email, SEO tools, paid advertising, conference and tradeshow, sponsorships, and accreditation.

**ARTISURN** – Greater San Diego, CA 2013 – Present

*A well-respected online marketplace of hand-crafted cremation urns made by US artists.*

### **Founder / President**

- Developed and launched a profitable, low-upkeep eCommerce business from the ground up.
- Achieved 130% YOY growth with high margins through disciplined planning and execution.
- Oversee all operations, including legal, finance, technology, and artist management.

## **EDUCATION & CERTIFICATION**

**Completed 150+ Certification Courses in Marketing, Sales, Technology, Revenue Operations, & Leadership** | *Pavilion and LinkedIn Learning*

**Graduate Certificates, E-Commerce & International Business** | *Benedictine University*

**Master of Science, Public Relations & Hospitality Management** | *University of New Haven*

**Master of Arts & Bachelor of Arts, Education** | *Sakhalin State University*