



Jordan Richter

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EXPERIENCE

DIGITAL MARKETING CONSULTANT, FARMERS INSURANCE

June 2022 – present, remote

Executed digital marketing creative for acquisition campaigns across paid media, email and web. Crafted testing strategies for paid media campaigns that improved quote starts. Engaged agencies, in-house creative teams, legal and other departments to streamline creative production process.

SENIOR ART DIRECTOR, WUNDERMAN THOMPSON HEALTH

July 2016 – June 2022, St. Louis, MO

Directed creative from concept to execution across omnichannel lead-generation marketing campaigns for consumer healthcare plans, using direct mail, direct-response television, paid media, email, web, out-of-home, print, and more. Crafted and executed creative testing strategies for paid media campaigns that improved engagement across multiple KPI's for national and regional clients. Promoted from Senior Digital Designer, from Graphic Designer, from Preflight Specialist.

CREATIVE SERVICES FREELANCER

2014 – present, St. Louis, MO

Delivered photo and video of weddings, engagements, portraits, events, and more. Provided marketing consulting, brand development, and design services for clients including the University of Missouri-St. Louis Music Department, the St. Louis Children's Choirs, and the Des Les Fine Arts Education Collaborative.

GRAPHIC SUPPORT SPECIALIST, OPTIMA GRAPHICS

June 2014 – May 2016, Fenton, MO

Preflighted client artwork for large-format, fabric and tradeshow printing

EDUCATION

AAS, GRAPHIC COMMUNICATIONS: NEW MEDIA

St Louis Community College, Class of 2015

WEBSITE

jordanrichter.me