

Jordan Blinn

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Career Summary

Project Manager with 15+ years of digital marketing and product administration experience. Well versed in CRM administration, front-end software management/development, digital marketing and marketing automation.

Experience

nbkc Bank

Jan 2023 - Nov 2023

Zendesk Administrator

Administrator of Zendesk suite (Support, Explore, Guide, Chat) supporting 10 teams across 80+ agents. Designer and front-end developer for reporting, dashboards and BI data display in ZD Explore. Zendesk platform optimization, incident resolution, configuration, training, workflow documentation, validation/UAT. Survey management of the nbkc Zendesk Agent Survey with analysis.

Key Accomplishments:

- AI Chatbot Project - Enhancement of chatbot responsiveness and messaging decision tree leveraging AI functionality to improve customer self service and deflect away from live agents.
- Help Center 2.0 - Resource library upgrade; Identification/drafting of knowledge articles based on customer input data.
- Enabling Side Conversations - Configuration of internal ticket tier to improve staff communication. Creation of supporting training documents and resources.
- Service Level Agreements - Creation/implementation of SLA Phase 1 and 2 Proposals for banking operations groups.

ValueHealth

Jan 2021 - Nov 2022

CRM Administrator

Administrator of multiple CRM instances (Zendesk Sell). Designer and front-end developer for Sales BI data display (QLIK). Staff lead for CRM implementation, configuration, training, platform demo, dataflow, migration, validation and user acceptance testing. Project owner of Business Development and Payor Channel tech projects. Software vendor/product discovery, evaluation, and testing. Microsoft 365/Sharepoint administration.

Key Accomplishments:

- CRM Optimization 2.0 - Configuration enhancements to existing Sales pipeline and layout.
- Payor Channel Instance - Configuration of new payor contract CRM instance.
- CRM Custom App - Developed the associated contact app improving sales revenue for high-performing contacts.
- ValueHealth Facility Directory - Development and management of SharePoint-based directory.

Kansas City Public Television (KC PBS)

Jan 2020 - Dec 2020

CRM Project Manager

Project Manager and CRM Admin for PBS' Salesforce implementation and instance. Managing end-to-end project delivery including configuration, training, migration, validation/UAT. Management of implementation project plan timeline, logistics, scheduling. Weekly project reporting with station leadership detailing milestones, issues, risks and key actions. Responsible for creating new membership strategies using Salesforce to achieve long-term goals.

Key Accomplishments:

- Create the new CRM process manual to guide future adoption of Salesforce and for training purposes.
- Participated in Salesforce Administrator training program; Developed the KC PBS "Train the Trainer" program.
- Developed strategies for Salesforce Implementation Phase 2 (Marketing, Education, Volunteers, Events).

American Bar Association (ABA) (Resigned to relocate to Kansas City.)

Mar 2018 - Oct 2019

Marketing Specialist

SalesForce Marketing Cloud journey development, email copywriting, HTML coding/formatting and data extension establishment. Developed marketing campaigns/journeys to manage direct mail and telemarketing campaigns. Experience in list segmentation software for marketing audience targeting purposes. Responsible for ABA Membership metric analysis and reporting using the Personify/Data Analyzer report builder. Qualtrics survey creation, reporting and leadership presentation/analysis.

Key Accomplishments:

- Created the FY2018 & 2019 ABA Year-End Entity Report, an analytical overview of membership performance.
- Created the ABA New Membership Model Launch Kit, a collection of marketing collateral, assets and templates.
- Managed ABA staff marketing consultation program via 1-on-1 entity sessions and all-staff monthly meetings.

Healthcare Information & Management Systems Society (HIMSS)

2007 - 2018

Manager, Strategic Relations

Directed HIMSS chapter marketing projects. Lead writer/editor for multiple HIMSS publications. Creator/host of chapter-specific educational session and webinar programming. Proficient in Microsoft, Content Management Systems (CMS), Drupal (front-end website creation, SharePoint, and survey management (Checkbox, Survey Monkey). Meeting event site research, analysis, negotiation and selection. Managed annual financial forecasting and budgeting for department via Excel, SharePoint, HIMSS web Portal).

Key Accomplishments:

- Managed new chapter formation including regional assessment, foundation committee guidance and leadership training.
- Supervised Chapter Reporting and Analysis including membership database reports, annual standards reporting and annual compliance filings affecting over 50,000 HIMSS members.
- Developed healthcare IT industry awards program including nomination creation and selection process.
- Creator of the HIMSS Organizational Affiliate Ambassador Program available to 37,000+ clients.

- Supervisor role at HIMSS Annual Conference Registration for approximately 40,000 attendees (2009, 2012-2018).

Manager, Data Collection

2005 - 2007

Manager of Market Research team consisting of 12 Market Research Associates. Established team metrics and annual goals to improve job performance. Creation of quality assurance parameters to ensure effective and efficient data management. HIMSS Analytics product demonstrations at HIMSS Annual Conference and Exposition.

Key Accomplishments:

- Developed market research analysis used by over 40,000 public and private healthcare systems.
- Served on the product improvement committee member to make upgrades to the HIMSS Analytics database.

References available upon request

Education

Bachelor of Science in Marketing, Southern Illinois University – Carbondale

2004
