



# JORDAN REMMES BA, MS

*People-Focused  
Digital Marketer / PM / Analyst*

## CONTACT

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 [www.ThurayaDigital.com](http://www.ThurayaDigital.com)

 Industry Articles

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## ➤ EDUCATION

### MASTER OF SCIENCE (M.S.) MARKETING

Southern New Hampshire University, GPA 4.0  
(4.0 scale)

- Graduate Certificate in Digital Media
  - Southern New Hampshire University, GPA 4.0 (4.0 scale)

### BACHELOR OF ARTS (B.A.) COMMUNICATIONS

Southern New Hampshire University,  
Manchester, New Hampshire, GPA 3.8 (4.0 scale)

## ➤ EMPLOYMENT

### OWNER / FOUNDER

#### **Thuraya Digital, LLC**

January 2024 – Present

- Implement individualized, scalable Project Management business infrastructures
- Build marketing analytics client dashboards
- Presentations, panels, podcasts - MeasureCamp NYC, BrainDo, Data Philly, Web Analytics Wednesdays
- Analyze site performance and implement Analytics Strategy
- Configure base GA4, GA4 Event Configurations, Key Event Configurations, Data Layer needs, Google Signals, and Search Console
- Harnessed and taught Artificial Intelligence (AI) using LLMs for Amazon Kindle Publishing

## WEB BEHAVIOR ANALYST

### **Velir Studios, LLC**

April 2025 – Present

- Produce behavioral analytics reports and data visualizations for companies across multiple verticals
- Integrate and tag countless marketing analytics tools (Retention, Reddit, Meta/Facebook, Bing, Singular, The Trade Desk, etc.)
- Lead and build analytics training presentations
- Implement and consult on Consent Management Platforms using Google Tag Manager and hardcoding methods
- Create and present measurement plans, behavioral analysis decks, and site configuration assessments
- Tripled SOW engagement of a major fashion retailer
- Medical data compliance using server-side tracking methods including Freshpaint
- Client Data Platform integrations and maintenance
- Built dataLayer implementation guides
- Large-scale Tag Management container implementations

## CHEIF MARKETING OFFICER - PRODUCER

### **KWS Productions, LLC**

July 2024 – Present | Pro Bono

- Website design, development, and maintenance
- Training Modeling Production Management staff on business and event planning
- Project Management of vendors, venues, designers, promoters, and the press
- Client Relations Manager maintenance
- Email marketing and design
- Promote Autism and Neurodiversity awareness
- Financial report and business intelligence (BI) creation
- Pitch deck creation and attainment of fiscal benefit sponsorships

## CERTIFICATIONS

- Google Analytics (GA IQ) Certified
- GA4 Certified
- (SEO/SEM/PPC proficiency)
- Google My Business Certified
- Google Mobile Experience Certified

## SKILLS

- Artificial Intelligence (AI)
- Client Data Platforms (CDPs)
- Amazon Kindle Publishing
- Project Management
- Working knowledge SQL, HTML/CSS, Java Script, Web Design, LAMP stack development CMS/CRMs:
  - Firebase, Sitecore, Salesforce Commerce Cloud Business Manager, Salesforce Marketing Cloud (Lightning / Basic), WordPress, Wix, Blogspot, Klipfolio, Google Marketing Platform, Freshpaint

## ANALYTICS CONSULTANT

### **InfoTrust, LLC**

June 2020 – December 2023 - Remote

- Account Management and Client Management of key enterprise clients
- Project Management coordinating with large and complex teams and developers
- Stakeholder and client relationship management
- Built strong relationships with clients and identified client objectives (ex. Nestle, Benjamin Moore, Aspen Dental, Purina EMENA, Planet Fitness)
- Drafted technical requirements for web and app analytics systems and documented analytics configurations for Google Analytics including Google Analytics 4 (GA4)
- Communicated analytics requirements and best practices to developers and functional product managers
- Produced analytics audit reports for corrective or advanced tracking and data collection architectures, via Google Analytics
- Educated clients on the importance of online measurement and provided best practice guidance for technical aspects of analytics
- Provided instruction on campaign tagging and additional on-site tracking
- Produced numerous subject matter content in blog articles and webinars
- Provided guidance to data analysts to produce marketing dashboards via Google Data Studio Google Looker Studio
- Performed ad-hoc analytics for clients and documented all inquiries

## ANALYTICS ACCOUNT MANAGER

### **Seer Interactive**

September 2019 – May 2020

- Created Measurement Implementation Plans and executed in agile and waterfall approaches
- Created Measurement Strategy presentations and implementation timelines
- Performed Analytics audits and outline Technical Data Diagnostic Documentation
- Documented and built bot traffic detection measures using reCAPTCHA v3 keys, PHP, JS
- Built custom Google Analytics Event Tracking inside of Google Tag Manager
- Built CSS selector paths and complex trigger rules for tracking user behavior
- Configured customized Google Analytics dimensions, advanced segmentations, views, filters
- Facilitated tracking QA and schedule updates around Sprint Release plans

## SKILLS CONT'D

- Analytics Software:
  - Google Analytics, GA4/UA Google Data Studio, Microsoft Power BI, Salesforce Reporting, FullStory, Pendo, Google Tag Manager, HotJar, Adobe Analytics
- Project Management Software:
  - Assemble, Asana, Atlassian Suite: JIRA, Confluence, Slack, Monday.com, SharePoint, Prezi, Google Looker Studio, Microsoft Power BI, Gather Content, Microsoft Office Suite (O365: Word, Excel, Outlook, PowerPoint), Zoom, RingCentral, Hangouts, Skype, Microsoft Teams
  - Creative Software:
    - Photoshop, Illustrator, Canva, Pixlr, Snagit Editor, InDesign, Final Cut Pro HD, Acrobat
- Other / Software:
  - Constant Contact, QuickBooks Accounting Software, FreshBooks Software, LastPass, reCAPTCHA, and others
- Associated Press (AP) Style Copy-editing

- Created Google Data Studio Analytics Reports on a variety of metrics, dimensions SQL case statements and blended data sources
- Hosted regular bi-coastal client calls (Example clients: Typing.com, Psychology Today, Bentley Systems, Louisiana Pacific, Baptist Health, Trex Decking)

## GOOGLE DATA RESEARCH ANALYST

### Skillsoft

December 2018 – June 2019

- Built custom Google Analytics Event Tracking inside of Google Tag Manager (for SaaS Product)
- Built CSS selector paths and complex trigger rules for tracking user behavior (for SaaS Product)
- Configured Customized Google Analytics dimensions, advanced segmentations and reports
- Maintained tracking environments and implement tracking software on single page application
- Coordinated with Software Engineers on User Interface (UI) changes (for SaaS Product)
- Facilitated tracking QA and schedule updates around Sprint Release plans (for SaaS Product)
- Created Google Data Studio Analytics Reports on a variety of metrics and dimensions
- Educated stakeholders on Analytics interpretations and complex functionalities

## DIGITAL PRODUCER / MARKETING SPECIALIST

### PixelMEDIA

Dec 2014 - October 2018

- **Digital Producer**
  - Technical marketing management for Elavon (US Bank) initiatives (>300 web properties)
  - Project management: web dev enhancements, builds and migrations (Fortune 50 Clients)
  - CMS Content Authoring (Sitecore, WordPress, Craft, Wix, Salesforce Commerce Cloud etc.)
  - Sitecore Integrations of Web-to Lead Salesforce Marketing Cloud
  - Web Analytics, Insights, Reporting (Google Analytics)
  - Organization of web Information Architecture
  - Quality Assurance and user testing for websites across platforms, operating systems
  - Special Operations with the CEO: Pro Bono Account management and project builds
  - Code Sprint Management of Salesforce Commerce Cloud/Demandware E-Commerce sites

## HONORS / ENGAGEMENTS

- Magna Cum Laude at Southern New Hampshire University May 2008
- Named to SNHU President's List three of three consecutive years
- Nominated as an SNHU Leadership Conference Representative
- Notary Public, State of Maine Commission 2007 - 2012
- Nominated to the International Scholar Laureate Program Delegation on Business
- Mobile Digital Marketing Alumni Panel - 2015
- BrainDo "Client Data Platform" discussion Panelist - 2024
- Data Viz Philly - Data Visualization Presenter - 2024
- MeasureCamp NYC - AI and Digital Publishing Monetization Presenter - 2024
- BrainDo Data Visualization Podcast Guest - 2024
- BrainDo - First Party Data Presentation - 2024

## DIGITAL PRODUCER / MARKETING SPECIALIST

### • **Digital Marketing Specialist**

- Supported clients for Local, Organic and Paid Search Engine Marketing
- Supported clients for E-mail Marketing
- Built and white-label Digital Analytics Platform for new company product offering
- Client pursuit work for potential Digital Marketing clients
- Performed project management for internal (PixelMEDIA) and external (client) projects
- Improved processes for department and corporate needs
- Performed analytics consulting/reporting for clients (Web Analytics, Heatmapping)
- Used various CMS to edit client websites (install plug-ins, implement 301s, metadata, etc.)
- Updated clients' Google Analytics codes and verify Google Webmaster Tools (Search Console)

## MARKETING & SOCIAL MEDIA SPECIALIST

### **Udiosoft**

July 2013 – November 2014

- Collaborated with CEO/COO to start-up and triple growth of new company (\$1 – 3mil)
- Hired and directed Marketing consultant team
- Produced creative design content
- Rebranded and re-launched company website via collaboration and directing Software
- Development Company, Business Analyst, Project Manager and Marketing Team
- Edited Website via SharePoint CMS
- Built landing pages for E-mail Campaigns and created graphic design for company collateral
- Created Constant Contact e-mail campaigns
- Crafted and generated weekly Google Analytics and Salesforce Reports
- Increased Brand awareness via Social Media
- Coordinated vendor/sponsorship positions at several tradeshow events



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## ➤ REFERENCES

### MADDIE CANTRELL

#### **Senior Product Manager**

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### GIANNA MOTLASZ

#### **Server Tech Engineer**

Akamai

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### JORDI ROURA RABAT

#### **Senior Analytics Engineer**

InfoTrust LLC

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### MELISSA "MEL" ROACH

#### **Sitecore Architect / Sr. SFCC Web Developer**

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