



# TYLER JORDAN

GROWING STRONGER COMPANIES AND CAREERS

## WHY:

Raise the industry standards for client service and remote culture.

## HOW:

- Lead by exemplifying transparency, humility, and the attitude of treating clients' businesses as his own.
- Grow client portfolio by promoting JDM's incredible quality of service and results.
- Constantly improve and expand on JDM's digital marketing services.
- Draw on personal experience and values to invest in developing world-class culture for talented employees.

## WHAT:

- Provide best-in-class SEO, content, and paid media services.
- Focus on marketing strategies and standards that truly drive results.
- Continue to refine, develop, and invest in internal cultural initiatives that improve the quality of employees' experiences at JDM.

 /tylerandrewjordan





## BRANDING SUMMARY:

**Tyler** is motivated by building great things that empower others. His passion for providing great marketing expertise and raising the cultural bar for remote companies fuels his pursuit of new clients. He blends lessons from real-life experience with a drive for continuous improvement in his approach to building JDM. He values authenticity, substance, and adventure over image and hype and constantly seeks new paths to growth.

## BRAND VOICE:

Casual, accessible, authoritative, authentic.  
Invite people to engage in genuine conversations while establishing expertise.

## UNIQUE STRENGTHS:

-  Creativity
-  Resourcefulness
-  Passion
-  Experience
-  Problem-solving
-  Skills
-  Curiosity
-  Openness to feedback and opportunities to adapt and improve.

## OPPORTUNITIES TO IMPROVE:

Organization, follow-through, self-confidence.  
Naturally more interested in promoting others.