Jordan Bania

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Authorized to work in the US for any employer

Work Experience

Assistant Webmaster Manager

ARONSON ADVERTISING - Schaumburg, IL
February 2022 to Present

• Managed a team of six professionals to ensure timely completion of client tasks and accurate monthly reporting. Fostered individual career growth by collaborating with team members to achieve their personal career goals.
• Introduced Microsoft Clarity as a new tool, conducting successful training sessions for team members and managers from other departments. Developed comprehensive training guides and monthly reports offering insights into automotive clients' websites, incorporating third-party data.
• Proficient in various CMS platforms, including Dealer.com, Dealer Inspire, Dealer Eprocess, and DealerOn. Demonstrated expertise in managing transitions between CMS platforms. Responsible for overseeing clients' websites, ensuring content, slides, and specials are updated. Conducted monthly quality assurance checks, performed regular internal site crawls for errors, and delivered recommendations for enhancing site user experience.
• Established and managed clients' Google Business Profiles, resolving issues with suspended profiles and maintaining in-depth knowledge of Google Business Profile management. Rectified inaccuracies in business information across multiple local listings such as Bing, Yelp, Google, and Apple Maps, ensuring consistent and accurate dealership branding.
• Conducted monthly one-on-one meetings with team members to address concerns, provide support, and gather feedback for continuous improvement. Led the review and oversight of all monthly reports for services managed by the team, guaranteeing accuracy before client delivery.
• Delivered impactful presentations to the Digital Department, introducing new ideas and projects. Presented to automotive clients on multiple occasions, showcasing the team's capabilities and achievements.

Server/Waiter

Cooms Corner - Lockport, IL
July 2021 to August 2022

• Greet guests and seat at tables or booth
• Collect drink and food orders while also making recommendations and upselling a well drink to a top shelf drink
• Process credit card and cash transactions
• Provide excellent customer service and delivering a top experience!

Web Developer / Webmaster

ARONSON ADVERTISING - Schaumburg, IL
September 2019 to February 2022

• Overseeing websites for various OEM brand dealerships, utilizing multiple CMS platforms for editing and adding web pages.
• Conducting conversion audits and site audits to enhance overall user experience.
• Responsible for the management of Google Business Profiles.

Digital Marketing Manager

Hawkinson Nissan and Kia - Matteson, IL
February 2019 to June 2020

• Supervise website management for both Kia and Nissan stores, collaborating with the advertising team to craft engaging homepage slides, banners, and specials, and update online offers/pricing. Led a team of agents to ensure effective follow-up and generation of business through appointments.
• Handle SEO to optimize our sites and utilize Google Analytics to track customer paths, making necessary adjustments. Develop impactful campaign blasts and home delivery mailers. Conduct meetings with vendors to review results and explore new products.
• Oversee CRM processes, ensuring a thorough review of all communication. Manage social media presence by posting on Facebook, Instagram, and Twitter, covering employee birthdays, community events, etc. Implement reputation management strategies to maintain positive Yelp, Google, and Facebook reviews. Proactively address negative reviews by reaching out to customers and requesting updates.

Internet Manager

Volkswagen - Orland Park, IL
May 2018 to February 2019

• Revamping all processes and templates.
• Conducting follow-ups on leads and securing appointments.
• Overseeing website and inventory management.
• Ensuring timely updates on pricing and collaborating closely with my GM to identify improvement opportunities.

Internet Sales Consultant

McGrath Acura of Morton Grove - Morton Grove, IL
December 2017 to May 2018

• Respond to incoming phone calls, address internet requests, and schedule appointments. Follow up on visits from unsold customers, actively working to re-engage and bring them back.

Lead BDC Representative

International Autos Orland Park - Orland Park, IL
July 2016 to December 2017

I handle all incoming internet inquiries for Land Rover, Jaguar and Volvo and respond within minutes of request. Follow up with showroom visits and reschedule to come back. I am also in charge of one other BDC agent for my three brands, I follow up with her customers and assist with working deals.

Customer Care Representative

Honda of Lisle - Lisle, IL
March 2016 to December 2016

Answer all incoming calls, handle all fresh leads with proper follow up. Schedule appointments and assist with questions before entering the showroom.

Education

Certification in Digital Marketing
Duke University- Continuing Studies - Remote
June 2019 to June 2020

General Studies
Lincoln Way East - Frankfort, IL
2009 to 2013

Skills

- Customer Service (6 years)
- Digital Marketing (5 years)
- Marketing (6 years)
- SEO (2 years)
- Google Analytics (5 years)
- Social Media Management (1 year)
- User Experience (UX) (6 years)
- OEM (4 years)
- User Interface (UI) (5 years)
- Branding (3 years)
- Google Suite (4 years)
- Leadership (2 years)
- Web Development (5 years)
- Content management systems (6 years)
- Team management
- Presentation skills
- CRM software
- Digital marketing
- Web development
- UX
- Website management
- Dealership experience
- Communication skills
- Time management
- UI
- Continuous improvement
- Project management
- Negotiation
- Microsoft Powerpoint

- Microsoft Excel
- Microsoft Word
- Public speaking
- Microsoft Office

Certifications and Licenses

Google Analytics Certification

Driver's License

Google AdWords Certification