

JORDAN BELL

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SUMMARY

Versatile professional with diverse experience in customer service, cross-functional coordination, and process improvement. Skilled at bridging sales, procurement, production, and marketing functions to drive efficiency. Demonstrated success in peak-season customer support, system migrations, and workflow redesigns. Known for effective communication, adaptability, and ingenuity honed through professional performance as a musician and actor.

WORK EXPERIENCE

Sales Operations & Marketing Specialist – PFG Precision Optics – Ocean Springs, MS – 09/2025 to Present

- Drive cross-functional coordination between Sales, Engineering, and Production to move orders through the full pipeline, ensuring accurate specifications and documentation.
- Manage customer communications throughout the production cycle by providing proactive updates, validating order details, and ensuring on-time delivery of high-value optics components.
- Run procurement operations by sourcing raw materials, negotiating vendor bids, issuing purchase orders, and cultivating supplier relationships to maintain quality standards and ensure on-time delivery.
- Own all marketing initiatives for the company, serving as the sole marketer responsible for digital campaigns, print advertising, social media presence, trade show coordination, and brand consistency.

Musician – Self-Employed/Freelance – Remote – 02/2023 to Present

- Develops and executes a multi-platform digital marketing strategy across TikTok, Instagram, and YouTube, growing brand presence to 391,000+ touchpoints and earning Facebook's "Top Rising Creator" recognition.
- Utilizes analytics tools (Google Analytics, YouTube Studio, Facebook Insights) to track performance and optimize the marketing funnel, converting social media engagement into an 82% growth in website visitors.
- Creates high-impact viral and hyper-local content, including a video with 329,000+ views and another that achieved 16,800 views in a local community group, leading to a collaboration with a non-profit organization.
- Consistently delivers high-quality solo acoustic guitar/vocal performances for a range of venues and events.

Customer Service Representative – Family Heating & Air – Ocean Springs, MS – 05/2025 to 09/2025

- Supported peak summer operations, handling high-volume, multi-channel customer inquiries; coordinated service appointments and deescalated issues, driving consistent 5-star Google reviews.
- Orchestrated resolutions for complex cases by synthesizing data from legacy and current CRM platforms and multiple internal communication channels, acting liaison between customers, technicians, and management.
- Managed partner portal analytics by tracking lead quality metrics and conversion performance, synthesizing trend data to provide actionable insights, drive strategic decision-making, and inspire process improvements.

EDUCATION

Bachelor of Fine Arts: Musical Theatre - University of Mississippi - Oxford, MS - 05/2017

- Graduated summa cum laude and awarded the Taylor Medal, the university's highest academic honor
- Recipient of Ole Miss Athletics' Marcus Guinn Spirit Award and Ole Miss Alpha Psi Omega's Gypsy Cape

SKILLS

Accuracy, communication, continuous improvement, creative problem solving, cross-functional coordination, customer service, inventory management, logistics, marketing, mentorship, procurement, project leadership