

JORDAN LEE PHILIPPE

AI, Marketing, & Media Strategist Business Development Focus

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SUMMARY

AI Automation Specialist, Digital Marketer, and Media Strategist with a proven track record of scaling brands and optimizing business operations. Skilled in growth hacking, targeted outreach, and performance marketing, I leverage automation to scale operations, enhance engagement, and drive business growth. I am looking to bring my current skillset into a long term role.

CRYPTO & WEB3 EXPERIENCE

Block Chain Labs & Web3 Saas |

Dec 2024 - Present

🔗 [BCL.com](#) [W3Saas.com](#)

AI Integrated Business Development & Marketing

- Executed **targeted VC and B2B outreach**, to optimize engagement, streamline communication, and scale investment opportunities in **carbon rebate tokenization**.
- **Developed AI Automation systems** to scale Targeted Outreach, Built Lead Systems, & Landing Pages.
- Automated **Content Marketing Workflows** using Make.com & N8N, significantly **reducing manual work** and **streamlining content output**.
- **Identified emerging opportunities** and proposed sectors such as major energy consumers and proceeded to target owners, operators, manufacturers, and tenant companies for carbon rebate tokenization to incentivize energy reduction.

StaySynced.io | Owner

Feb 2025 - Present

🔗 [StaySynced.io](#)

Crypto, Web3 & AI News Platform

- **Launched** and built **StaySynced.io** into a go-to content hub for emerging tech, delivering curated insights across **Crypto, Web3, and AI**.
- Wrote and **published** high-quality, **SEO-optimized articles** that broke down complex tech trends into digestible, **engaging content for a global audience**.
- Developed a **unique brand voice** that balances technical depth with human clarity.
- **Leveraged automation tools** to streamline content workflows, social scheduling.

PROFESSIONAL EXPERIENCE

Western Auto & Truck Parts | Marketer

Sept 2022 - Present

🔗 [Western Auto](#)

- Executed **in-depth SEO** to **rank** on the **first page of google** for highly ranked local keywords.
- Developed and **executed digital marketing strategies**, leveraging Facebook Ads, Google Ads, and lead forms to drive **consistent inbound leads** and **increase sales**.
- **Performed competitor analysis & SEO Optimization** to improve search rankings and better understand the competitive landscape in the Calgary, Alberta area.
- **Generated detailed reports** on website traffic, lead performance, and ad effectiveness, **enabling data-backed decision-making** for **ongoing marketing improvements**.

- Worked with diverse industries (construction, auto, e-commerce, fitness, and beauty), **developing tailored marketing strategies** that drove lead generation, increased conversions, and boosted client revenue.
- Increased Client E Commerce Revenue by **5k- 40k per month** through targeted advertising.
- Executed multi-channel marketing campaigns (organic social media, paid ads, email marketing, and SEO), **achieving over 100K+ monthly views on social media** and significantly improving brand awareness.
- **Produced high quality media** that increased audience engagement, brand trust, and customer retention across digital platforms through organic and paid advertising.
- Designed and **launched SEO-optimized websites**, implementing advanced SEO strategies that improved organic traffic, keyword rankings, and local search visibility, resulting in higher inbound leads for clients.

EDUCATION



Certifications



Education

The Crypto Academy Certificate

Feb 2025 - Apr 2025



[The Crypto Academy](#)

*The **Crypto Academy** With **Anthony Pompliano***

- Completed The Crypto Academy Certificate. A 1 month intensive course from industry leaders like Anthony Pompliano. This course covers **Bitcoin, Ethereum, smart contracts**, DeFi, Layer 2 scaling, **Web3 technologies**, and crypto security. Also **exploring institutional adoption**, compliance frameworks, and **decentralized governance**.

Big Data Analytics Certificate

March 2023 - June 2023



[York University](#)

***York University** - Toronto, Canada.*

- **Completed the Big Data Analytics Program at York University**, gaining hands-on experience with industry-standard tools, **advanced analytical methods**, and **data-driven decision-making**.
- **Developed expertise in analyzing large datasets**, applying statistical models, and leveraging insights for business, finance, IT, and marketing applications.

HVACR Diploma

Jan 2015 - Jan 2016



[Algonquin College](#)

***Algonquin College** - Ottawa, Canada.*

- **Received Diploma for the HVACR program at Algonquin College**, gaining hands-on experience in heating, cooling, ventilation, refrigeration, and system maintenance while mastering diagnostics, safety, and energy efficiency.

TOOLS USED



Skills

Marketing & Content

Google Ads, Facebook Ads, IG Ads
LinkedIn Ads, Snapchat Ads, Tik Tok Ads.
Google Tag Manager, Google Analytics,
Google Search Console, Ahrefs
Wordpress, Shopify, Davinci Resolve,
Adobe Lightroom, Affinity Designer.

Data Analytics & AI

Python
Power Bi, Tableau
SQL, Anaconda,
Neo4J, MongoDB,
Google Cloud Platform
N8N, Make.com,
Go High Level

Team Platforms

Slack
Monday.com
Respond.io
Google Workspace

Wallet Platforms

Bull X
Phantom
Meta Mask

SKILLS

Marketing & Automation

Content Marketing
PPC Ads
SEO
Web Design
Lead Generation
Social Media Management
Video Production & Editing
AI Integrated Marketing
AI Integrated Operations
AI Integrated Lead Generation

Soft Skills

Growth Mindset,
Adaptability,
Team Collaboration,
Creative Problem Solving.

SMM Platforms

Medium, Twitter (X),
Discord, Telegram,
LinkedIn, Facebook,
Instagram, Reditt, Line,
Snapchat, TikTok.

Languages

- English (Native)