

John Jordan-Cascade

Eugene, OR | Phone: 541-912-8940 | Email: jjcascade@gmail.com

Communications & Digital Media Specialist

Professional Summary

Communications & digital media professional with 20+ years of experience in content strategy, web management, multimedia production, and nonprofit outreach and engagement promotion. Skilled in creating engaging campaigns, managing CRM platforms, and producing high-impact digital media assets. Maintains a professional portfolio of creative work, including writing, voice-over narration, graphics, photography, and video, available at cascadedigitalworks.com/portfolio-of-creative-work.

Core Competencies

WordPress, Adobe Creative Suite (Photoshop, Premiere, Audition, InDesign), Canva, Audacity (audio editing), Video Production, Voice-over Narration, Photography, eLearning (Articulate, Captivate), CRM Management (SalsaLabs), Copywriting, Digital Marketing, Content Strategy, Social Media Management, Adobe Acrobat, ChatGPT and Mid-Journey AI apps

Professional Experience

Marketing & Customer Service Representative (Contract) — Oregon Energy Healing Center | July 2024 – Present (use Canva for marketing materials and website graphics)

- Manage website content updates and social media presence, boosting online engagement
- Develop and maintain Google Docs documentation systems to streamline internal operations
- Support marketing initiatives through copy writing and digital content creation

Communications Manager / Web Manager — Beyond Toxics, Eugene, OR | April 2009 – Feb 2025

- Led redesign of organizational website, increasing traffic and engagement by 20% per year
- Selected, implemented and managed SalsaLabs CRM platform, enhancing donor/membership communications and reporting
- Developed and executed digital campaigns, including email newsletters, and blog content
- Produced multimedia content, including video, print and digital graphics, and photography, all of which supported outreach initiatives
- Launched and coordinated annual Bee Photo Contest (11 years)

Video producer, web designer, graphics/layout and business marketing consultant — Cascade Creative Productions - Eugene, OR | (2008 – 2015)

- Directed, shot and edited videos for DVDs for 2 bodywork practitioners and 1 lawyer in Southern Oregon

Cascade Digital Works - Eugene, OR | restarted business in May 2024 (Same services)

- Wrote, laid out (InDesign) and launched an e-book for sale on amazon: [Fabrics For Better Living: Natural Threads To Support People and Planet](#)

E-learning developer (contract) — Center on Teaching and Learning, University of Oregon – Eugene, OR | June – Dec. 2010

- Successfully completed development of Flash presentations for Oregon Literacy Framework using Adobe Captivate on time and on budget

Web Content Coordinator — Web Services @ PeaceHealth, a NW non-profit health care provider – Eugene, OR | 2001-2009 - worked primarily with Marketing and Communications Department

- Provided leadership and technical expertise in implementing the addition of video for company intranet and website via Windows Media Services (streaming media server management)

Education

Lane Community College — Broadcasting Visual Design & Production

University of Oregon — Sociology & Political Science

Columbia College (Chicago) — Film Production

Awards & Projects

- **First Place:** American Corporate Video Award, 1999 — “Surfin’ for Safety” orientation video
- PeaceHealth Public Affairs Award, 2005 — Recognized web campaign for stroke awareness

References available upon request