

## **John Jordan-Cascade**

Eugene, OR | Phone: 541-912-8940 | Email: [jjcascade@gmail.com](mailto:jjcascade@gmail.com)

### **Communications & Digital Media Specialist**

#### **Professional Summary**

Communications & digital media professional with 30+ years of experience in content strategy, web management, multimedia production, and nonprofit outreach and engagement. Skilled in creating engaging promotion 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](http://cascadedigitalworks.com/portfolio-of-creative-work).

#### **Core Competencies**

WordPress and Wix websites, Adobe Creative Suite (Photoshop, InDesign, Premiere Pro, Audition), Canva, Audacity (audio recording/editing), Video Production, Voice-Over Narration, Photography, eLearning (Articulate, Adobe Captivate), CRM Management (SalsaLabs), Copywriting, Microsoft Office Suite, Digital Marketing, Social Media Management, Adobe Acrobat, ChatGPT AI LLM, Nano Banana AI imaging

#### **Professional Experience**

##### **Marketing & Sales Associate (freelance) — Oregon Energy Healing Center | July 2024 – Present**

- 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 communications/business marketing consultant Cascade Digital Works - Eugene, OR (May 2024 - current)**

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

**Cascade Creative Productions — Same services as Cascade Digital Works - Eugene, OR (2008 – 2015)**

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

**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 system – 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**

- **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**