

Jonathan McKelvey

Marketing Coordinator | Social Media Management | Marketing Automation

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SUMMARY

Marketing coordinator with 3+ years running social media and marketing automation for multiple clients at once, backed by 10+ years leading teams and operations in high-volume businesses. Manages LinkedIn, Facebook, and Instagram from content strategy through scheduling, publishing, engagement, and analytics. Builds Make.com automations that eliminate 10+ hours of manual marketing work per week and uses AI-assisted workflows (ChatGPT, Claude) to cut content production time by more than half while protecting brand voice. Former GM of an \$8M+ business with 30+ employees.

EXPERIENCE

Marketing Automation Specialist | SuperDupr

July 2023 – Present

Remote

- Manage social media accounts across LinkedIn, Facebook, and Instagram for multiple clients: content strategy, content calendars, scheduling, community engagement, and analytics
- Build and manage Make.com automation workflows that eliminate 10+ hours of manual marketing work per week across active client accounts
- Design AI-assisted content workflows using ChatGPT and Claude, cutting content production time by more than half while maintaining brand voice
- Serve as primary point of contact for multiple client accounts, tracking deliverables, communicating status, and keeping projects on time
- Launched a complete client website on Squarespace from discovery through go-live; author SOPs for every system and process

Team Lead | Message Envy

September 2021 – July 2023

Houston, TX

- Led 10+ front desk staff: training, coaching, scheduling, and accountability to service and sales standards
- Drove a 25% membership sales conversion rate and 3% month-over-month revenue growth through structured team coaching
- Served as primary escalation point for customer issues, resolving complaints in real time and protecting membership retention

General Manager | Buff Burger

March 2014 – April 2021

Houston, TX

- Managed all daily operations serving 4,000–5,000 customers per month with \$8M+ in annual revenue
- Recruited, hired, trained, and managed 30+ employees including shift leads and department heads
- Designed and launched a catering program targeting schools and local businesses, consistently closing 2–3 contracts per week
- Promoted from crew member to General Manager; maintained top customer satisfaction ratings over 7 years

Earlier: Sales Campaign Coordinator, Acclaim Energy Advisors (2014) | Project Manager & Web/Social Media Manager, McKelvey Designs (2010–2014)

SKILLS

Social Media: LinkedIn, Facebook, Instagram, content strategy, content calendars, scheduling, community management, analytics

Marketing Operations: Make.com automation, workflow design, SOP development, multi-client account coordination

Content & AI: ChatGPT, Claude, Canva, AI-assisted copywriting, brand voice

Tools: Google Workspace, Asana, Notion, Squarespace, Mailchimp, HubSpot

Leadership: Team leadership (30+), hiring and training, client relationship management, customer escalations

EDUCATION & CERTIFICATIONS

BS, Retailing & Consumer Science | University of Houston

Google Digital Marketing & E-Commerce Professional Certificate | HubSpot Inbound Marketing Certification | Make Basics & Make Foundation Certifications

LEADERSHIP & COMMUNITY

Eagle Scout, Boy Scouts of America | Volunteer Leader, Young Life Houston | Volunteer Coordinator, Shriners Hospital for Children toy drive