

Jordi Mullor

Growth & Marketing Executive

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Social Profiles

Place of birth

Coatzacoalcos, Mexico



Profile

Experienced Marketing Executive with over ten years of effectively managing and implementing marketing initiatives from conception to completion. Proven ability in deploying, integrating, and managing enterprise-wide systems for small and medium size companies. Experience in managing diverse staff in fast-changing environments and through different organizational divisions such as marketing, operations, business development, and client service in the financial industry.

Background in working with government agencies, lobbying, and advocacy campaigning through NGOs in multiple countries.

Recent Employment History

March - November 2022

Vice President of Growth at Rebalance Advisors

Boston, MA

Member of the Executive Leadership Team which oversaw all company initiatives.

Responsible for firm's growth initiatives including company-wide goals and strategic and tactical marketing focus.

Managed sales and marketing teams as well as relevant vendor relationships.

Implemented company-wide systems for project management and scalability.

2020 - March 2022

Director, Marketing at Hightower Advisors

Boston, MA

Responsible for advising, consulting, and implementing sounding and scalable marketing and growth initiatives for over 20 Hightower firms ranging from \$500M to 3 Billion in assets.

Manage marketing agency-style teams including web and graphic designers, social media experts, web developers, and copywriters throughout projects.

Work directly with firms' partners and executive teams as well as advisors through implementation of initiatives.

Implemented company-wide content and email marketing system.

2017 — 2020

Head of Marketing at Lexington Wealth Management

Lexington, MA

Member of the Management and Executive Team which oversaw all company initiatives, client service, budget and strategic planning.

Accountable for all marketing and business development initiatives and their impact on the company's culture, brand, and revenue.

Conceptualized, planned, and implemented more than 50 events ranging from 10 to 750 guests over 3 years.

2014 — 2017

Lexington, MA

Director of Operations & Marketing at Lexington Wealth Management

Member of the Management and Executive Team which oversaw all company initiatives, client service, budget and strategic planning.

Supervised all business operations' staff and vendors including IT and marketing. Managed all business systems including data reporting and automation of processes across company platforms.

Responsible for firm's marketing initiatives.

Skills

Leadership Content

Marketing

Project Management

Email Marketing

Data Analysis

CRM Admin

Languages

English

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French

Spanish

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Other Passions

Tennis, Climbing, Music, Photography, Travel, Entrepreneurship, Social Activism

Other Relevant Experience

2011 - 2014 Senior Investment & Operations Specialist, Lexington Wealth Management

Lexington, MA Implemented new processes and procedures in company operations such as IT changes,

marketing, Investment Committee, and client service management

Co-Founder & Project Director at Independence Development Consulting 2009 - 2011

Accra, Ghana Co-founded and managed project focused on agricultural development proposals in rural areas

of southeast Ghana and and metropolitan area in Burkina Faso's capital, Ouagadougou.

Education & Academic Achievements

2009 - 2011 Bentley University - McCallum Graduate School of Business Waltham, MA

Masters in Business Administration (MBA) - 2011

Master in Science of Finance (MSF) - 2011

Cameron University Lawton, OK

Bachelor Business Administration; Finance and Economics Concentration

• Tennis Team Member 2004-2008

All-American Award 2008 (Ranked #1 NCAA)

• All-Academic Player (2004-2007)

Extra-curricular activities

2020 COVID-19 Volunteer, Mutual Aid Medford and Somerville (MAMAS)

Somerville, MA

2004 - 2008

2017 - 2020 Strategic Partner/Member, Entrepreneurs Organization

Boston

Boston, MA

2017 Team Leader Volunteer for Hurricane Maria Relief, Mercy Corps & World

Puerto Rico Central Kitchen

2010 - 2015 Boston's 7th District Congressional Leader, ONE.org

Researcher and Consultant, Diaspora African Forum 2009 Accra, Ghana

What Drives Me

Being impactful. I have many passions which bring diversity into my goals, but above all of them is being impactful in a positive way to those around me. I believe we have a responsibility to do our best if we have the scarce privilege to choose what we do. We have limited time and energy, and how we decide to use them will shape our legacy. So I always start with the question, how can we maximize our impact with the tools we have around us.

References available upon request