

Meet the Team – Jordan Bradley-Stopps

Web & Marketing Strategist 



Jordan started his role at Vinters in June 2017 after studying Illustration at the University of Portsmouth and takes care of the company's marketing activities. As Web & Marketing Strategist he has honed his skills to specialise in the information technology services industry and has supported the expansion of the business by growing brand awareness and ensuring Vinters' online presence is reflective of all that it has to offer.

In our latest Meet the Team interview, Jordan reveals more about his role and how it has evolved over the past four years, his favourite thing about working at Vinters, and his aspirations for 2021.



Can you tell us a bit about your role as Web & Marketing Strategist?

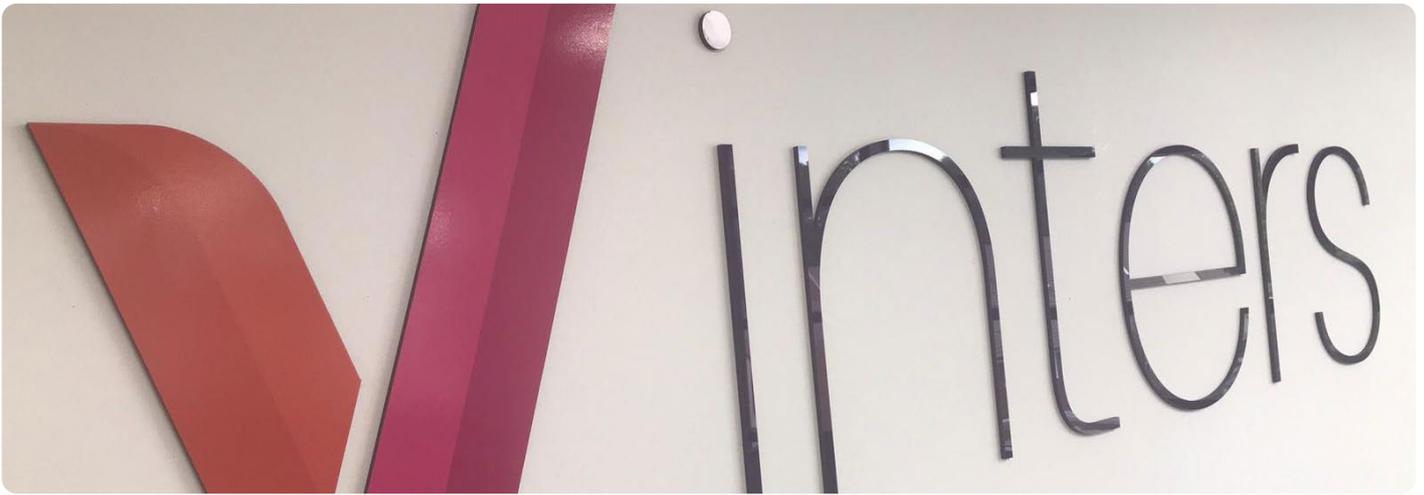
My role as Web & Marketing Strategist is really an all-round marketing position. Alongside our Business Development Manager Charlie, I'm responsible for all of the company's marketing activities which includes branding and design, social media management, website maintenance and development, and SEO.

How long have you been at Vinters and how has your role evolved over time?

I began working at Vinters in June 2017 while the company was still operating under its previous name, VooServers. Having come straight from university where I studied Illustration, I knew very little about digital marketing or the technical side of a website so it was a great opportunity to learn and grow a new creative skills.

As the company has continued to grow over the past four years and has invested more into its marketing campaigns, my role has gradually evolved into a more all-round marketing position. I have taken on more responsibility with SEO projects, a full website redesign, social media management and supported on the company rebrand.





What does a typical day at Vinters look like for you?

Thankfully, there aren't too many typical days at Vinters and we are always working on exciting projects to help drive more users to our website and advertise our services. Despite each day being different, there is a common goal amongst the team to bring more customers to the business and get the Vinters brand out there whether that's locally or across our four global datacentre locations.

What's your favourite thing about working at Vinters?

What I love about working at Vinters is the flexibility it offers, which really works with my lifestyle and gives a great work-life balance. It's reassuring to know that if I've had a bad night sleep, I can always start a little later the next morning and the management team really compensate for personal commitments.

That said, I've always believed that the people you work with can be a real make or break when it comes to job satisfaction. I feel extremely lucky that there's a really great atmosphere in the Vinters office and we love to have regular work social events. This isn't something we've been able to do as much over the past year, but as Covid-19 restrictions continue to ease I look forward to being able to see my colleagues more outside of the office.



Are you working on anything exciting at the moment?

At the moment we're working on revamping large areas of our website to create a better user experience for customers who wish to order pre-built server and cloud packages. The goal is to create a more automated system so that users and businesses can set up their own server or cloud infrastructure without having to contact us. They will also have the added option of requesting a quote for a custom-built server or cloud product to suit their exact needs. Ensuring we deliver a high level of customer service is behind everything we do at Vinters.



What do you hope to achieve in 2021?

Since the start of the pandemic and due to the various lockdown restrictions, I found myself with more time which I have used to take on training courses in Google Ads and web development. By the end of 2021 I hope to be applying these skills to my role at Vinters, running successful ad campaigns to push our recent growth even further and enhance our online presence across every platform available to us.



Connect with Jordan on LinkedIn [here](#).