

Hi.
I'm Jordan.
and I create content.

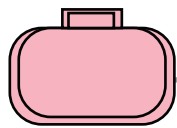


Education

University of Maryland
BS Marketing
Robert H. Smith Business School
Expected Grad: May 2020
GPA: 3.87

Strategic Design Fellows
Business, Society, and Economy Scholar

Global Immersion Program: Southeast Asia
(Winter 2017)



Work Experience

Social Media and Content Intern (2015-2017)

CAVA

- Curate biweekly inspiration updates on social media trends, email marketing efforts, and search engine optimization algorithm changes.
- Create timely activations for company to engage with audience and build brand awareness through social media platforms and company blog.

Digital Acquisition Intern (Summer 2016)

MARRIOTT INTERNATIONAL

- Audited SEO for Marriott International's 30 brands through Google My Knowledge Panel audits to confirm correct UNAP information.
- Tracked price parity of OTA pricing on hotel listings and used results to recommend strategies to implement at individual properties.


Blogger (2016-Present)

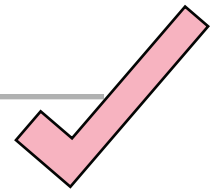
THE NEXT CLASSIC

- Personal blog on social media, college, and avocado toast



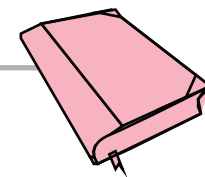
Skills

BRAND WRITING 
INSPIRATION SEEKING 
SEO 
ADOBE SUITE 
BLOGGING 



Certifications

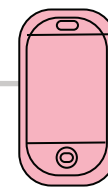
Brightedge Professional Certification
Red Cross First Aid and CPR
Mad Dogg Athletics Spinning Instructor



Publications

Marriott Traveler (September 2017)
"5 Iceland Adventures That Are Ready For Instagram"

University of Maryland RecWell
(April 2017)
"Why Group Fitness is Going to Be Your Next Workout Game Changer"



Contact

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Connect

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