JORDAN ROSE METZMAN

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OBJECTIVE

I create engaging social and digital content.

SKILLS

Social Media

SEO

Blog Writing and Content Creation

Beginner in Adobe Suite

Eating Avocado Toast

EDUCATION

B.S. MARKETING

University of Maryland, Class of 2020

Robert H. Smith School of Business

GPA: 3.87

Scholars Program - Business, Society and the Economy
- Two-year program focused on modern business
- Developed a personal reflection website based on case studies and innovation strategies learned in class

Graphic Design Fellowship- Strategic Design in Marketing
- Two-year program focused on product design and innovation and graphic design in marketing
- Teaches strategy and design within Adobe suite

PROFESSIONAL EXPERIENCE

CAVA

CONTENT INTERN (2015-PRESENT)
- Supported Content Producer with content on company Instagram, 12+ Pinterest boards, and Snapchat
- Communicated brand personality through blog posts and weekly sourced articles
- Launched an SEO update to company site and blog including new meta-descriptions, page titles, and alt text
- Initiated build out of internship program by creating project briefs and brand outlines for future Brand and Innovation interns

MARRIOTT INTERNATIONAL

DIGITAL ACQUISITION, CORPORATE ECOMMERCE INTERN (SUMMER 2017)
- Audited 350+ Marriott Traveler blog posts and determined final tracking keywords to maximize visibility on past articles
- Performed a Google My Business name audit for 6,000+ hotel names across all brands to support the $1B revenue driven by organic search and enhance the user experience
- Provided Apple with an audit of 100+ Marriott hotel listings in Apple Maps to improve accuracy and the user experience
- Executed a keyword gap analysis for Marriott and Starwood legacy websites to rebuild keyword tracking lists post-merger