
JORDAN ROSE METZMAN



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Current Obsessions:

- Thigh High Black Boots
- The terms Girl Boss and Adulging
- Aimee Song (@songofsyle)
- Using UNAM to plan my Instagram grid
- Pho for lunch and dinner

HI FRIENDS

Oh, hey there. My name is Jordan. I enjoy short walks to the stair climber and that buzzing feeling right after you finish your third cup of coffee. I'm currently a marketing major at the University of Maryland looking for an empowering outlet for a whole lot of creative energy.

While I'm only about to enter my second semester of my sophomore year, I've been dreaming of working IRL forever. I've interned with CAVA, the DC Mediterranean restaurant craze that's just as beautiful as it is addicting, for the past five semesters. I work in social and digital marketing, ideating new content and carrying it out in Instagram, Snapchat, and on their company blog. I'm all about the brainstorm. All about the action. All about creating shareable content.

I also previously spent the summer with Marriott International in the Digital Acquisition and eCommerce Department doing Search Engine Optimization and Price Parity. It's all just fancy talk for "how can we perform well on Google?" I helped drive extreme revenue (we're talking millions) for the company through audits and strategy to implement new tools. Not the most creative position, but when your goal is to work in content, you better understand how to optimize it.

The thing I'm most proud of in life, besides being able to eat a whole pizza like nobody's watching, is my personal blog, *The Next Classic*. It's been a little over a year since its start and I've written 65+ posts about social media, my love for avocado toast, and balancing my love for DC with school spirit.

Working as a creative excites me. There are so many things about the "real world" that can be scary, but this isn't one. With enthusiasm and curiosity, let's build things together.

So, coffee date?

XOXO,