

JORDAN SMITHFIELD

ABOUT ME

I am a creator who is always looking for new ways to innovate - whether that be in projects, teams, technology, and especially for clients.

EDUCATION

WILLIAM & MARY

Bachelor of Art

May 2021

GPA 3.2

Williamsburg, VA

RELEVANT COURSES

Consumer Behavior, Advertising and Digital Marketing, Decision-making through Data Visualization, Global Marketing

CONTACT INFO

123-456-7890

Email: jordan@reallygreatsite.com

Website: www.jordanswebsite.com

LinkedIn: [@jordansmithfield12](#)

Address: 123 Anywhere St., Any City, State

SKILLS & TECHNOLOGY

- Adobe Creative Suite: Photoshop, Illustrator, InDesign
 - Coding: Python, Java
- Microsoft: Word, PowerPoint, Excel, Outlook
 - Health: AED and CPR certified
- Social Media: Facebook, Twitter, TikTok, Instagram
 - Writing: creative, research, editorial, technical

RELATED EXPERIENCE

COMMUNICATIONS INTERN

ABC Studios, June - August 2019

New York, NY

- Wrote press releases for upcoming releases and distributed to regional and national news outlets
- Communicated relevant news to internal staff of over 1,500 employees utilizing the company intranet and Slack
- Created social media posts for Facebook, Instagram, and Twitter to publicize awareness campaign for upcoming programming
- Analyzed audience reach numbers for social media campaign to access impact, which resulted in an average reach of 10,000 customers

MARKETING CHAIR

Students for University Advancement, September 2018 - May 2019

William & Mary

- Managed team of five students focused on outreach to the campus community and engaging with initiatives of University Advancement and Senior Class Gift
- Created advertisements using Adobe suite with a with focuses on various targeted audiences
- Collaborated with team of 10 to plan events for students showcasing the impact of donor dollars, such as an undergraduate carnival, tag day, scholarship dollars day, and a student research symposium

ADDITIONAL EXPERIENCE

SALES ASSOCIATE

J Crew, June 2016 - Present

Fairfax, VA

- Greet customers and ensure clients' shopping experience is positive
- Manage fitting room by assisting clients with finding sizes, recommending items, maintaining cleanliness, and keeping inventory stocked on the sales floor
- Sell customers additional merchandise at point of sale to increase sales totals
- Recorded highest number of credit card approvals in a single shift

SUNNYVILLE CAMP

Counselor, July 2012 - August 2015

Herndon, VA

- Oversaw approximately 150 campers ages 12 - 16 for 6 weeks each summer
- Developed activities to foster community engagement and confidence building among campers
- Fostered safe and respectful conversations and interactions with kids of various backgrounds