

## SUMMARY

Enthusiastic and hardworking recent graduate offering a broad-based skill set in digital marketing and videography. Highly motivated and skilled in social media, content creation, and brand management. Effective in teamwork and communication while taking on various leadership positions. Great interest in event planning, the fashion industry, and cancer research.

## EXPERIENCES

### 2019 - now **Social Media Manager // Style on the Spot**

Style On The Spot is an event, digital marketing, and fashion-centric brand run out of Los Angeles, CA.

- Created branded social media content for Style On The Spot
- Filmed and edited event coverage for Style On The Spot
- VIP coordinator at both NYFW and LAFW
- Hosted and lead secret shopper event at top tier Los Angeles Mall
- Managed social media for prestigious medical client and increased user engagement by 80%
- Performed outreach to several high-level brands and talent for upcoming events
- Managed a group of interns in acclimating them to the SOS workflow

### Summer 2019 **Marketing Intern // Reflexion Medical**

Reflexion medical is a bio-targeting oncology company using each cancer's unique biology as a means to destroy it. Highly involved in social media and advertising content.

- Planned upcoming social media calendar with 6 months of content
- Created LinkedIn ad campaign for upcoming Astro radiology conference
- Created weekly graphics and video content for all platforms
- Developed and presented social media cadence for ASTRO radiology conference attended by 11,000 medical professionals.
- Guided in the creation of company culture values to over 150 employees

### 2017 - 2020 **Video Director // FAST at UCLA**

FAST (Fashion And Student Trends) is UCLA's first and only fashion club.

- Responsible for all video content produced for the Instagram, Facebook, and Youtube channel.
- Managed a team of videographers and content creators to produce event coverage, BTS highlights, lookbooks, and marketing materials.
- Contributed in producing, shooting, and editing videos.
- Filmed and edited the 2018 and 2019 industry-level Spring runway show
- Created promotional video for the UCLA Spark Campaign raising over \$5,000 to fund the annual shows in 2018 and 2019

### Spring 2019 **Social Media Intern // Simply Andreea**

Andreea Cristina is a beauty and lifestyle blogger run out of Los Angeles.

- Shot and edited video content for IGTV increasing followship by 75% and Youtube views by 200,000.
- Researched and created content for the Simply Andreea blog
- Communicated with LA PR agencies to attain and style upcoming photo shoots



# JORDAN STEWART

Social Media Manager



(510) 786 - 8281



Livermore, California



stewartjordan5@gmail.com



www.imjordanstewart.com

## EDUCATION

**University of California Los Angeles**  
**Bachelor of Arts in Communication**

2016 - 2020

## SKILLS

Social Media



Brand Management



Event Planning



Adobe Creative Suite

