

Jordan Drew

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EDUCATION

University of Arizona, Eller College of Management

Tucson, Arizona

BSBA in Marketing

May 17, 2025

- **Major:** Marketing
- **GPA:** 3.6
- **Honors:** Eller Pre-Business Grant, University Grant, Griffin William Scholarship, Graduated with Academic Distinction Cum Laude

Master of Science in marketing

August 2026

- **Major:** Marketing
- **Awards:** Marketing Department Excellence Award

PROFESSIONAL & LEADERSHIP EXPERIENCE

The Old Pueblo

Tucson, Az

Marketing Assistant

January 2020-Now

- Supported brand marketing efforts, such as design and social media, for my family-owned clothing brand rooted in Chicano heritage and hip-hop culture.
- Researched and identified strategic pop-up event locations throughout Southern Arizona, increasing brand visibility and strengthening local partnerships.
- Collaborated on the development and successful launch of a themed T-shirt and water bottle campaign, which sold out during the summer; campaign focused on promoting outdoor exploration and highlighting Tucson's natural landscape.

Chipotle

Tucson, Az

Certified Trainer

July 2022-Now

- Prepared high-quality ingredients such as meats, vegetables, and rice according to Chipotle's standardized recipes and portion sizes.
- Developed onboarding resources and communication strategies, aligning with organizational standards, and enhancing team performance in a fast-paced environment.
- Mentored team members to achieve cross-functional roles, helping build a more versatile and reliable staff.

RELEVANT COURSEWORK AND PROFESSIONAL EXPERIENCE

Case Competition BCOM 314

Shamrock Farms Communication Strategy Project

- Conducted thorough and robust research on Shamrock, their target market, and their competitors to develop a strong understanding about the brand to develop internal communication strategies.
- Developed and presented internal digital communication strategies and reported the insights.

Entrepreneurship 485 Short Film

Group Innovation Project

- Developed a viable business venture with my group. We decided to create a comprehensive auto repair website that provides tutorials, repair quotes, and price comparisons.
- Completed several milestone deliverables, including starring in a short film pitch for our business venture, which won second place in our class.

SKILLS

Languages: English, Intermediate Spanish

Skills: Microsoft PowerPoint, Microsoft Excel, Microsoft Word, Tableau, Marketing Communication, Marketing Analytics, Content Management, Digital Marketing Strategy, Teamwork Skills.