

Jordan Drew

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Lifelong sports enthusiast and master's in marketing student at the University of Arizona with a passion for brand storytelling and growth. Experienced in marketing analytics, digital content creation, and data-driven audience engagement across platforms. Team-oriented and collaborative, with a strong interest in contributing to creative campaigns that connect brands with their audiences across industries.

EDUCATION

University of Arizona, Eller College of Management

Tucson, Arizona

May 17, 2025

BSBA in Marketing

- **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

Expected May 2026

- **Awards:** Marketing Department Excellence Award

PROFESSIONAL & LEADERSHIP EXPERIENCE

The Old Pueblo

Tucson, Az

Marketing Assistant

January 2023-Present

- 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.

SynCardia Systems

Tucson, Az

Marketing Intern

October 2025-Present

- Supported marketing initiatives to promote the world's only FDA-approved Total Artificial Heart.
- Managed digital content and social media to enhance brand visibility and engagement.
- Assisted in developing brand strategies and campaigns that highlight SynCardia's innovation.
- Contributed to communications that emphasize the impact of advanced medical technology on patients' lives.

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 create an internal communication strategy.
- Developed and presented internal digital communication strategies and reported the insights.

Entrepreneurship 485 Short Film

Group Innovation Project

- Developed a business venture concept: a comprehensive auto repair website offering tutorials, repair quotes, and price comparisons.
- Produced multiple milestone deliverables, including a short film pitch that earned second place recognition in class competition.

SKILLS

Languages: English, Intermediate Spanish

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