



Jordyn Stewart

Summary

- Creative senior graduating in May 2025 with a Bachelor's in Integrated Marketing Communications
- highly organized with a passion for brand storytelling with a specialization in social media marketing
- Hands-on experience through internships in social media, PR, and content creation

Contact

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Education

The University of West Alabama

Bachelor of Integrated Marketing Communications

May 2025

GPA 4.0

Summa Cum Laude

Relevant Skills

Social Media Management

Event Marketing

Sports Publication

Digital Marketing

Search Engine Optimization

Content Marketing

Software

Marketing Analytics

Microsoft Office Suite

Social Media Software

Canva

Content Management Systems

Buffer

Hootsuite

Academic Projects

Event Marketing | Trivia Night, IMC Capstone

- Planned and executed a community event in a professional setting, supervised all aspects from concept development to day-to-day operations, including efficiently restructuring content scheduling

Brand Campaign Development | Jrue Elliott's Lemonade

- Designed a cohesive brand campaign by enhancing existing logo, created a poster, and developing print and digital marketing materials, boosting visibility and driving a sale increase of 20%

Sports Writing | ZONE, The University of West Alabama

- Researched, wrote, and edited engaging articles for UWA's collegiate sports magazine, covered athlete features, statistics, and sports culture
 - *Successfully secured the most sponsorship revenue among team members, exceeding over \$2,700*

Experience

Marketing and Media Relations Internship Jan-May 2025

Media and Communication | Shelton State Community College
Tuscaloosa, AL

- Drafted and distributed press releases to media outlets, ensuring messaging aligned with Shelton State initiatives and standards
- Managed and scheduled social media content, maintaining a consistent posting schedule to enhance brand presence

Writing Consultant Jan 2023-May 2025

SOAR Institute | Shelton State Community College
Tuscaloosa, AL

- Developed clients' understanding and application of grammatical rules within their writings
- Maintained a positive and productive atmosphere with the faculty, staff, and students of Shelton State Community College

Content Marketing Specialist May-Dec 2024

Mu Eta Chapter | Alpha Kappa Alpha Sorority, Inc.
Livingston, AL

- Developed and curated engaging content across multiple social media platforms, aligned with AKA's brand voice and audience engagement strategies
- Monitored and analyzed social media metrics and used insights to improve engagement, reach, and overall performance

References available upon request