

Jordan Lewis

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EDUCATION

DeSales University

B.S. in Marketing, Minor in Data Analytics

Overall GPA: 3.4 | Marketing GPA: 3.5

Anticipated Graduation: May 2024

TECHNICAL SKILLS

- Microsoft Office Suite (Word, PowerPoint, Excel: Associate & Expert)
- Tableau Prep Builder & Tableau Desktop (Certified)
- Minitab Statistical Software and IBM SPSS
- Blue Prism RPA
- Certified in Customer Service, Advanced Customer Service (NRF Foundation)
- Coding and programming (Python and SQL)

WORK EXPERIENCE

Marketing Intern, CVS Health, Caremark (Remote)

May 2023 - August 2023

- Analyzed engagement data for an email campaign, enhancing customer interaction and conversion rates.
- Reviewed and updated the no-cost drug list, ensuring accuracy and compliance.
- Implemented open graph metadata, improving online visibility and demonstrated professionalism by presenting to high management.
- Conducted competitor analysis using an array of technology and tools, presenting findings to management.
- Worked with a team to lead and properly learn about equity and inclusion to create a multicultural flu vaccine campaign, achieving high success.

Tutor, DeSales University, Center Valley, PA

January 2023 - May 2023

- Conducted tailored tutoring sessions, improving academic performance.
- Utilized creative teaching methods for effective learning.
- Maintained communication with students and teachers.

Recruitment Marketing and Talent Acquisition Intern, Bon Secours Mercy Health (Remote) May 2022 - August 2022

- Designed social media content, and optimized engagement.
- Provided customer service through social media and provided excellent communication and personal skills to potential hires.
- Edited job postings for brand alignment and engagement.
- Managed Snapchat ad campaign and used critical thinking to optimize the campaign, reaching 1,500 individuals.
- Contributed to data analysis for social media strategy.

Administration Associate, MBA Division at DeSales University, Center Valley, PA September 2021 - September 2023

- Created impactful MBA presentations.
- Conducted research for local brand visibility.
- Managed promotional materials and packages and social media
- Assisted with professor evaluation analysis.
- Shadowed business intelligence specialist to improve career and self-development

Sales Associate, Aqua Leisure Pools, Virginia Beach, VA

June 2021 - August 2021

- Provided exceptional customer service and managed inventory and sales transactions
- Used leadership skills to train new employees

LEADERSHIP/ACTIVITIES/SERVICE

- Member, DeSales Women's Varsity Soccer, make connections and build communication and teamwork skills
- Member & Volunteer, Special Olympics, engaged in discussion to make Special Olympics as inclusive as possible
- Volunteer, The Superhero Project, provided leadership to raise funds and awareness for the initiative
- Member, Student-Athlete Advisory Committee, using critical thinking to make campus and national decisions on athletics
- Member, Marketing and Management Association, for professionalism and career preparation
- Member & Volunteer, Girls on the Run, used statistical technology to optimize Girls on the Run event