

SARAH JORDAN

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EDUCATION:

Master of Science in Marketing (MSM) (GPA: 3.73/4.0)

August 2022 – December 2023

University of Illinois Chicago, Liautaud Graduate School of Business

- Coursework and Projects involved: Digital and Social Media Marketing, Content Marketing, Marketing Analytics, Marketing Research I, Marketing Management, Consumer Behavior, Intro to Marketing, Organizational Behavior, Negotiation, etc.

Bachelor of Arts, Major: Communications; Minor: Cinema | Lake Forest College

August 2014 – May 2018

Certificate, Social Media Marketing | DePaul University

June 2020

Certificate, CompTIA A+ | Per Scholas ([CERTIFICATE](#))

March 2025 – May 2025

Certificate, Google Analytics 4 ([CERTIFICATE](#))

April 2023

CORE SKILLS:

• Microsoft Office Suite (Word/PowerPoint/Excel) • Writing • Editing • Marketing • Digital Marketing • Content Marketing • Social Media Marketing (Paid and Organic) • Google Suite • Analytics • SPSS • Engenius • Project Management • Canva • Adobe Suite • Clip Studio Paint • SQL • Qualtrics • Asana • Social Media Tools • MailChimp • Wix • SEO • Semrush • Blogging • Copywriting

EXPERIENCE:

Marketing/Communications/Creative/Writing/Editing

BLOG CREATOR, WRITER, EDITOR, CONTENT STRATEGIST

August 2020 – Present

Pop Culture Adventures (Personal Blog/Portfolio) | Chicago, IL

- Built and designed a film, TV, and gaming blog, producing 20+ high-quality analytical essays.
- Applied SEO strategies to optimize content visibility and engagement.

SOCIAL MEDIA INTERN

August 2020 – January 2021

Dim University (Formerly: Dim Events, LLC) | Chicago, IL

- Developed and executed social media strategies that boosted engagement by 70%+ and impressions by 321%+ week by week.
- Led content creation and scheduling across social media such as Instagram using social media tools (Later and Planoly), optimizing brand positioning and audience retention.
- Designed targeted email campaigns via MailChimp and Drip, improving event attendance and customer acquisition.
- Adhered to brand compliance and visual guidance while incorporating trending visual imagery to increase engagement.

EDITORIAL/MARKETING INTERN

January 2018 – May 2018

Facets Multimedia | Chicago, IL

- Authorized, wrote, and edited compelling film-related articles, increasing website traffic by 20%.
- Collaborated with my fellow colleagues to brainstorm ideas, and wrote and edited various drafts of blog articles until we approved of a final draft ready to publish.
- Executed digital marketing strategies to enhance engagement and audience growth.

SET DESIGN CREW MEMBER/VIDEOGRAPHER

September 2015 – May 2018

Lake Forest College | Lake Forest, IL

- Collaborated with the set design team to build and paint vibrant props and sets for theater productions each semester (6 Total).
- Filmed and edited all 6 college theater productions using an HD camera, tripod, iMovie, and Adobe Premiere Pro to create films that would be published and shared to the Lake Forest College website for fellow students, staff, friends, and family to see.

Customer Service

SEASONAL SALES ASSOCIATE

November 2024 – January 2025

The North Face | Chicago, IL

- Leveraged customer insights and product expertise to drive targeted sales strategies (sold \$100+ per day), enhancing brand loyalty and customer engagement, utilizing excellent customer service skills to 10s of 100s of customers and strengths as a team player.

BARISTA

August 2018 – January 2021

Starbucks Coffee | Chicago, IL

- Delivered personalized customer experiences to over 150 guests daily and sold \$100+ of food, drinks, and merchandise each day, promoting seasonal campaigns to enhance brand loyalty and drive sales. Operated as a team player.