

Jordan Sadie Harrell

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PROFILE

I am a rising senior at the #1 fashion university in the world, the Fashion Institute of Technology. As I have matriculated at top schools around the globe, I have also taken many opportunities to test creative boundaries through creating visuals and copy that produce results. I would be an imperative asset to a company and its team in fulfilling its highest business goals.

EXPERIENCE

CREATIVE COPYWRITER AND SOCIAL MEDIA CONTENT CREATOR, DEVITO GROUP; NY, NY — 01/2022-PRESENT

After my seven month internship in 2021, at the DeVito Group, I was promoted and given a specialized title, which reflects my marketing niche as a copywriter and content creator. In this role, I continue to write copy for the DeVito Groups' internal use and for their private clients. I create compelling and brand-cohesive imagery for still and moving visual advertisements. With my contribution, DeVito Group contracted TWO new beverage businesses and added a new niche in the beverage market to the company expertise.

COPYWRITER AND MARKETING SPECIALIST, GEL DATING; NY, NY — 08/2021-PRESENT

I have the privilege to be one of the foundational members of Gel Dating and to work directly with the CEO and CFO to establish the company's brand identity and market movement. I have written and presented directly to the CEO, promotional strategy which has been carried out through Gel Dating social media platforms, visual advertising across Penn State University, restaurant, bar, and cab advertising, radio spots, and more. I also play a key role in recruiting and maintaining ambassadors for Gel Dating, as well as plan promotional events, such as speed dates, movies, and trivia nights.

COPYWRITING AND RESEARCH INTERN, DEVITO GROUP; NY, NY — 06/2021-12/2021

I worked closely in the DeVito Group Bryant Park office with two fellow interns, and the senior DeVito Group team, which included the President, Creative Directors, Media and Technology specialists, the Senior Editor, Director of Operations, Project Coordinator, and more. During my internship I created and posted, 3x a week, social media postings, which encompassed my graphic design and copywriting.

PROJECT COPYWRITER, 100K INCUBATOR; MIAMI, FL — 02/2021-12/2021

In my role as Project Copywriter, I was assigned clients who needed sales copy written for their businesses. With close communication and weekly meetings with my clients, I studied their business and helped the client get clear on their intention for their product, and to whom exactly they wanted to sell. For clients, I wrote sales pages (2500–5000 words), front offers, product upsells, email and text runners, newsletter content, and more. Additionally, I created names for clients' products.

EDUCATION

Fashion Institute of Technology, NY, NY —

B.S. Advertising and Marketing Communications, Psychology minor

Anticipated graduation year: 2023

Matanzas High School, Palm Coast, FL —

Graduation year: 2019

SKILLS

Creative strategy, advertising and promotion, graphic design, community outreach, digital advertising, writing, Adobe Creative Suite, Microsoft Suite.
