

JORDAN V. PUPA

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EDUCATION

Master of Science in Integrated Marketing Communications (IMC) **December 2018**
West Virginia University, Morgantown, West Virginia (Online program) **GPA: 4.0/4.0**

- Education in unifying all pieces of marketing communications, including, advertising, public relations, direct marketing, social media and sales promotion.
- Selected as a finalist to present my capstone course IMC plan proposal to the client, The Nature's Bounty Co.

Bachelor of Science in Parks, Recreation, and Tourism Management December 2011
Emphasis Area- **Travel and Tourism** Minor- **Business Administration** GPA- 3.5/4.0
Clemson University, Clemson, South Carolina

PROFESSIONAL EXPERIENCE

VIP Magazine, Florence, SC *Marketing Consultant* May 2017-Present

- Transformed and improved website using WordPress to make it more informative and visually appealing. Increased website traffic by 50% within the first month.
- Collaborated with editor to revamp the magazine including new topics and themes in order to appeal to a new target audience.
- Write around 10 articles per month (~800 words each) on a variety of topics.
- Sell thousands of dollars in print advertisements each month, maintain client accounts, and provide excellent customer service to advertisers.
- Develop relationships with businesses and individuals in order to discuss print advertising opportunities to best meet their goals and to conduct article interviews.
- Review 64 pages of content for grammatical and formatting errors before print submission each month.
- Manage social media sites and evaluate effectiveness of social media strategies in order to engage followers and boost awareness.

Trinity-Byrnes Collegiate School, Darlington, SC *Director of Marketing* July 2016-May 2017

- Designed, ordered, and managed sales of school spirit apparel and merchandise.
- Developed press releases for local newspapers, magazines, and school website while maintaining a positive relationship with the media.
- Managed school website and social media sites while strategizing for maximized traffic.
- Created print promotional materials such as school magazine, advertisements, flyers, invitations, brochures, and programs.
- Captured photographs for social media, website, billboards, and print materials.
- Cultivated relationships and networked with local leaders and organizations by attending community events.
- Planned and executed major fundraising school events while working closely as a team with committee members.

Coker College, Hartsville, SC *Admissions Counselor* November 2013-July 2016

- Reviewed over 500 complete applications per year to make initial admissions and scholarship decisions.
- Built relationships with prospective students via phone, e-mail, social media, and campus visits.
- Traveled to high schools to attend college fairs, recruit students, and conduct private visits to market Coker College.
- Assisted families with the financial aid process by developing financial aid award letters and financial estimates.
- Acted as student Honors Program liaison with faculty, Strategic Planning committee member, Engagement Scholarship review committee member, and office Travel Coordinator.
- Collaborated and communicated with all departments on campus.
- Boosted organizational skills, drive, and perseverance as evidenced by my ability to successfully exceed my personal admissions enrollment goal for 2015 by 25%.

Omni Hotel at CNN Center, Atlanta, GA *Convention Services Floor Coordinator* November 2012-November 2013

- Ensured the accuracy of meeting room set-up and food and beverage details via Banquet Event Orders.
- Provided superior customer service on a daily basis to hotel guests and clients.
- Worked closely with all departments in order to accommodate client needs and changes in an efficient manner.

- Prepared and attended pre-convention meetings with all hotel department managers and clients.
- Successfully coordinated conventions and groups in a forty-five meeting room, four-diamond hotel.

Greenville Drive Baseball, Greenville, SC *Intern* January-August 2011

- Created fliers for events and graphics for the DriveVision screen.
- Scheduled National Anthem singers, bands, magicians, and balloonists for events.
- Assisted in the coordinating of events and in-game entertainment at the ballpark.
- Collaborated with Sales Department to improve marketing techniques and increase ticket sales.

Dreamy Affairs Weddings, Lexington, SC *Intern* Summer 2010

- Collected and organized all company paperwork and financial information.
- Assisted during bridal photo shoots and wedding rehearsals.
- Prepared facility set-up and decor for events.
- Collaborated with owner and clients to identify the expectations of the planned event.

VOLUNTEER EXPERIENCE/ORGANIZATIONS/HONORS

Hartsville Young Professional (HYP) of the Year Award Recipient 2017

- Recognizes an individual who displays all the characteristics of the HYP mission and goes above and beyond with community involvement to help make Hartsville a city where young professionals want to live, work, and play.

Leadership Hartsville Program Graduate September 2017-May 2018

- Nine-month innovative program presented by the chamber of commerce designed to develop leadership skills and provide information about the community to enhance emerging and existing leaders' knowledge and vision for Hartsville.

Hartsville Chamber of Commerce Ambassador September 2017-May 2018

- Act as a liaison between chamber members and chamber staff to help facilitate relationships and strengthen the business community.

Hartsville Young Professionals (HYP) Board Member, Communication Director December 2017-December 2018

- Created graphics and promotional materials for HYP events.
- Updated the website, developed and sent e-mails and press releases, and ran social media sites to keep the community and club members informed on club updates.

Hartsville Young Professionals (HYP) Board Member, Events Director July 2017-December 2017

- Planned and executed networking, fundraising, and community service events for local young professionals.

Hartsville Rotary Club Member September 2016-May 2017

Women's Leadership Symposium Planning Committee Member/Promotions Chair February 2017-December 2018

- Active committee member for two years in the planning and implementation of a local women's leadership conference led by the Hartsville Chamber of Commerce.
- Lead the promotions team through the process of marketing and advertising the event in order to increase ticket sales.

Dancing with the Stars of Darlington County January 2016, January 2017

- Competed in and judged local dance competition to raise money and awareness for the Pee Dee Coalition Against Domestic and Sexual Assault.

Coker College Redefining Ready Award Recipient 2015

- Recognizes employees who exemplify the ability to help create strategic changes that advance the institution's core to prepare students for lifelong success.