

JORDAN WALTERS

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EDUCATION

University of Missouri

Bachelor of Science, Business Administration

Emphasis: Marketing

Certificate: Marketing Analytics

Columbia, Missouri

Graduation Date: May 2023

Cumulative GPA: 3.9/4.0

Dean's List: 8/8 semesters

PROFESSIONAL EXPERIENCE

Freelance Photographer; *Jordan M. Walters Creative*

January 2021 – Present

- Created lifelong memories for 70+ clients that include graduating seniors, families, organizations
- Managed, organized, and connected with clients throughout the year to book photoshoots, resulting in over an 80% booking rate

Digital Storyteller & Student Manager; *Trulaske Study Abroad*; Columbia, MO

October 2022 – June 2023

- Documented experience abroad through photos and Instagram stories to promote attendance for future programs, increasing reach by more than 3,000 accounts
- Promoted and organized study abroad programs and internships in London, Sydney, Dublin, and Prague of over 65 students
- Curated a drive of over 300 photos for future marketing efforts, promoting student life abroad
- Executed and taught weekly classes to ensure a beneficial, safe, and enjoyable experience abroad

Sales, Market, & Service Management Intern; *Toyota North America*; Kansas City, MO

June 2022 – August 2022

- Assisted sales, service, and marketing efforts for Toyota dealerships in the Midwest, making up 3% of total market share
- Presented new SmartPath technology to dealers to improve customer buying experience in over 10 dealerships
- Traveled to dealerships within the region to increase engagement and improve sales

Media Content Creator; *Pine Cove*; Tyler, TX

May 2021-August 2021

- Served as one of two photographers for a middle school aged camp, creating lasting memories for over 1,000 families
- Generated content throughout the summer to use for the year to market camp for the upcoming summer
- Established a safe and encouraging environment for kids and other staff members, creating lasting friendships

LEADERSHIP & ACTIVITIES

Mortar Board

April 2022 – May 2023

Recruitment Chair (June 2021 – May 2023)

- Reached out to all campus organizations for opportunities to be apart of the Friars chapter of Mortar Board
- Created an executed a recruitment plan for the chapter to follow and better assess applicants for future membership

Alpha Kappa Alpha Sorority, Inc.

August 2020 – May 2023

Sergeant at Arms (December 2020 – May 2023)

- Elected to handle all attendance and retention efforts for the chapter, ensuring members attend at least 90% of all required meetings
- Ensured the sacredness of chapter meetings by guarding the door and escorting visitors in and out during meetings

Public Relations Chair (January 2021-May 2021)

- Produced flyers for Instagram and Twitter to promote chapter events, resulting in at least 80 likes and 100% full events
- Educated social media followers about chapter facts and important topics in society

Alumni Association Student Board

November 2019 – May 2023

- Participated in one of the largest student ran organizations on campus that created events to bring together the Mizzou community
- Created promotional content and photographs to promote upcoming events on social media, resulting in a 10% growth rate each year
- Collaborated with True Tiger Network and Trulaske Edge to create professional development events for students

Mizzou Black Women's Initiative

August 2019 – May 2021

Public Relations Chair (August 2020-May 2021)

- Served as a mentor for five freshman within the cohort to ensure a smooth transition into college life
- Instituted the organization's Instagram page to highlight program events alongside the Twitter account

SKILLS

Adobe Photoshop & Lightroom, Portrait and Product Photography, R, SQL, Tableau, Hootsuite Certified, Detail Oriented, Leader, Problem Solving, Great communication skills, Tiktok, Teamwork, Interpersonal Skills