

# Jordan Lynn Haverstick

[jordan.haverstick@temple.edu](mailto:jordan.haverstick@temple.edu) | 236 Quarry St. | Philadelphia | PA | 19106 | 609.304.7776

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## EDUCATION

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
**Master of Business Administration, Expected Graduation May 2015**

UNIVERSITY OF DELAWARE, Alfred Lerner College of Business and Economics, Newark, DE  
**Bachelor of Science, Business Administration, Awarded May 2009**

MAJORS: Marketing & Management

- *Study Abroad: Italy, January 2008*
- *Director of Marketing & Public Relations; Women in Business Club*
- *Volunteer Mentor; Boys & Girls Club of Newark, DE*
- *Social Chair and Community Service Director; Chi Omega Sorority*

## EXPERIENCE

THRESHOLD GROUP, Philadelphia, PA December 2011 – July 2013

### Marketing & Business Development Associate

- Created and implemented new branding efforts for specialty high net worth wealth management firm, including marketing materials, internal and external communication.
- Managed company website including editorial content changes, graphics, social media, blog postings and search engine analytics; trained associates to use new content management system.
- Led Business Development meetings, maintained prospect tracking system, managed introductions and follow-up procedures and attended prospect meetings to evaluate pitches.
- Served as interim Director of Marketing from April 2013 – July 2013.

ALLIED INTEGRATED MARKETING, Philadelphia, PA January 2010 – December 2011

### Assistant Account Executive, Publicity & Promotions

- Designed entertainment-themed campaigns and planned press tours and events for Disney, 20<sup>th</sup> Century Fox, Sony, Universal Studios and other major motion film studios.
- Organized Q & A sessions with major talent such as Bradley Cooper and planned the largest film promotion and celebrity appearance ever held at the King of Prussia Mall that was attended by over 1,000 people and received national press.
- Negotiated with local media including Philadelphia Inquirer, Fox29, CBSPhilly, WMMR-FM and others, for advertising placements, editorial features and talent interviews.

PHILADELPHIA CONVENTION & VISITOR'S BUREAU, Philadelphia, PA October 2009 – January 2010

### Coordinator, Communications & Tourism

- Organized international press and VIP arrangements for official tourism promotion agency.
- Researched and designed "What's New in Philly" monthly newsletter and created press releases for upcoming events, including major trade shows, conferences and exhibits.
- Interviewed football players and coaches at private press conference for 2009 Army-Navy Game.

## ACTIVITIES & MEMBERSHIPS

- American Marketing Association, Philadelphia Chapter
- Greater Philadelphia Chamber of Commerce, Young Professionals Network
- Panhellenic Advisor, Chi Omega Sorority, Rho Lambda Chapter, University of Delaware