

Jordan Andre Bruck

<https://www.linkedin.com/in/jordan-bruck>

EDUCATION

Texas Christian University Fort Worth, TX
Neeley School of Business May 2025
Bachelor of Business Administration GPA: 3.59
Majors: Marketing | Entrepreneurship & Innovation
Awards: Dean's Honors Lists

WORK EXPERIENCE

KPS Global LLC **Fort Worth, Texas**
Marketing Intern *July – Oct. 2023*

- Developed SEO-optimized content for website landing pages, brochures, social media videos, and blog articles to draw in new consumer acquisition
- Facilitated customer satisfaction surveys to track, organize, and report data, helping us gauge our performance on specific projects and identify problem areas
- Researched and analyzed competitors' products, sales literature, and pricing to understand their go-to-market approach

MatchTime Sports Inc **Dallas, Texas**
Marketing Consultant *May - Jun 2023*

- Advised on name rebranding for gen-x demographics, creating media kits, logos, graphic design, and SEO content to drive new brand awareness and new customer acquisition channels
- Performed market research on competitors to analyze pricing, services offered, and overall market reach. Converted this analysis and findings into a graphic presentation and presented it to management

Sports Warehouse Inc. **Alpharetta, Georgia**
Customer Experience and Sales Representative *June – Aug 2022*

- Consistently provided professional, friendly, and helpful customer support, consistently surpassing customer expectations
- Leveraged sales opportunities to enrich customers' overall purchasing experiences, adeptly addressing any challenges encountered along the way
- Offered expert knowledge of products to help customers engage in new and additional products that would benefit their game and increase sales dollars per order

TennisPoint.com Inc. **Atlanta, Georgia**
Summer Intern – Marketing & Customer Service *June – Aug 2021*

- Produced a Digital Marketing Report using InDesign, highlighting website metrics, third-party analytics, and customer demographics to boost advertising revenue
- Crafted high-performing HTML-based marketing emails, consistently driving a strong click-through rate and increasing affiliate retail revenue
- Contributed to a new product launch by conducting competitor research, consolidating survey data, and creating product sheets with Adobe Illustrator and Photoshop

Summer Intern – Product Management & Development *June – Aug 2020*

- Enhanced the company website's SaaS demo, adding sample datasets and direct live customer support for a more user-friendly experience
- Orchestrated the creation of comprehensive product roadmaps utilizing Mindjet, delineating the implementation journey for new user functionalities across SaaS software and mobile applications

LEADERSHIP AND COMMUNITY

American Marketing Association Over \$30K funds raised for a Fraternity Brother with Cancer
Phi Kappa Sigma Fraternity Volunteer and Fundraising for The Leukemia and Lymphoma Society
Neeley Premium Credentials The National Society of Leadership and Success

TECHNICAL RELATED SKILLS

Microsoft Office Certification 2016, Apple iWork Office Suite, Adobe Creative Design Suite, Re:amaze Customer Support Software, Python, HTML, MindJet's MindManager, Google Analytics, Quantcast Platform, Canva, Sem Rush, Artificial Intelligence, Salesforce, Microsoft Teams, and WordPress.