

# Jordan Pita

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## EDUCATION

**Sacred Heart University, Welch College of Business**, Fairfield, CT

**B.S. in Marketing**, Minor: Digital Marketing, Theater Arts

**GPA:** 3.80 | **Graduation:** May 2024

**Honors:** Academic Scholarship (2020–2024), Dean's List (Fall 2020, Spring 2022, Fall 2023, Spring 2024), Theatre Arts Student of the Year (2024)

## EXPERIENCE

### Freelance Digital Content Producer

*The Giants Spire - Remote | October 2024 - Present*

- Produced and edited short-form and long-form video content across TikTok, Instagram, and YouTube
- Grew audience to 1,000+ followers and 1,000,000+ total impressions
- Edited content using CapCut and Adobe Premiere Pro, aligning with viral trends and branding strategies

### Marketing Intern

*United Way of Northeastern and Central Connecticut - Hartford, CT | Jun 2022 - Aug 2022*

- Designed and posted social media content across Facebook, X (Twitter), and Instagram
- Increased event engagement by 20% through improved digital storytelling and graphic design
- Supported execution of 3+ large-scale community events with 200+ attendees
- Managed distribution of branded materials and maintained digital content archives

### Server/Bartender

*Thimble Island Brewing Co. - Old Saybrook, CT | May 2024 - Jan 2025*

- Provided high-quality customer service in a fast-paced hospitality environment
- Operated POS systems and ensured compliance with TIPS safety standards
- Maintained cleanliness and organized the bar area daily

### Student Assistant to Director of Theatre

*Sacred Heart University - Fairfield, CT | Sep 2022 - May 2024*

- Coordinated student schedules, managed communication with prospective students
- Supported department operations, including admin tasks, technical setup, and outreach
- Represented the program at campus events, helping recruit incoming students

### Co-Recruitment Chair, Executive Board

*Sacred Heart Theatre Arts Program | May 2023 - May 2024*

- Led campus tours and presentations for prospective theatre students and their families
- Participated in audition days and program information sessions
- Collaborated with admissions and arts faculty to support program growth

## SKILLS

**Digital Marketing Tools:** TikTok, Instagram, Facebook, X (Twitter), Snapchat, Canva, CapCut

**Design & Editing Software:** Adobe Premiere Pro, After Effects, Photoshop

**Productivity:** Google Suite, Microsoft Word, Excel, PowerPoint (PC & Mac)

**Creative & Performance:** Video Production, Projection Design, Directing, Acting

**Core Competencies:** Communication, Organization, Creativity, Leadership, Attention to Detail

**Customer Service:** TIPS Certified, POS Operation