

JORDAN LINDSEY

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BYU ADLAB EXPERIENCE

BYU Adlab is a top-tier student run advertising agency, where I have worked in collaboration with several creative agencies. I have also managed several client projects, listed below:

BYU Adlab - Provo, UT

Jan 2025 - Present

Account Manager

- As the lead liaison with the client, direct a team of 5 senior strategists in market research
- Mentor and manage 4 junior strategists in creating a campaign for the Effie's Collegiate Brief Competition

AAF National Student Advertising Competition

Jan 2024 - Jun 2024

Account Manager & Strategist

- Created a full-scale, multi-touch point campaign, to convince Gen Z to wash on cold with Tide
- Was chosen as one of three presenters at competition finals, where our team placed 3rd nationally

Café Zupas - Sandy, Utah

Jan 2024 - Apr 2024

Account Manager & Strategist

- Analyzed current brand positioning and provided direction for promoting a new product to a younger target market as recommended based on secondary and primary research
- Directed a team of 5 creatives to ensure the completion of tasks by both internal and client deadlines

Utah Foster Care - Salt Lake City, Utah

Apr 2023 - Jun 2023

Account Manager & Strategist

- Conducted interviews and focus groups to better understand young adults' perceptions and knowledge of Utah Foster Care
- Produced a creative brief to inform the client of how they could best attract young adult volunteers

RELATED EXPERIENCE

FUEL Marketing - Salt Lake City, Utah

May 2024 - Aug 2024

Social Media Marketing Intern

- Created and implemented social media strategies for clients such as Bullfrog Spas and Skedit
- Redesigned client websites to provide improved consumer experience and elevate brand aesthetic

Brigham Young University - Provo, Utah

Aug 2023 - Present

Teaching Assistant, Intro to Advertising

- Direct students in the research and creation of their mock ad campaigns
- Mentor students as they prepared to apply to the advertising program

EDUCATION

Brigham Young University - Provo, Utah
Bachelors in Communications: Advertising

Expected graduation April 2025
Minor in Business

AWARDS

- AAF Vice President - BYU Chapter
- WMSF Media Fellow
- Gerald R. & Oneida B. Mcquarrie Scholarship
- AAF NSAC 3rd Place

SKILLS

- Proficient in Spanish
- Experienced in SPSS, Wix, Canva, and Microsoft Office
- Certified in Data Driven Planning via The Trade Desk