**JORDAN LAMBDIN**

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Education:

Bachelor of Business Administration Marketing; Digital Marketing | University of Toledo | December 2022

Experience:

Sales and Marketing Intern | Owens-Illinois | September 2022- Present

* Integrate a new interactive map into SharePoint using Google Earth to display information for over 50 glass manufacturing plants specifically JV and Licensees.
* Implement a strategic marketing plan to provide the Global Technical Licensing team opportunity gain awareness and exposure within O-I through mutiple internal communication channels and LinkedIn.

Market Intelligence Intern | Owens-Illinois | January 2022- May 2022

* Support category data expansion efforts by completing 5 projects focusing on the increase in demand within metal can packaging based on competitors’ production capacity.
* Research incoming alternative packaging trends and create in-depth analysis representing the effects of these trends on the glass packaging industry by creating detailed informational PowerPoint presentations.

Junior Varsity Lacrosse Coach | Perrysburg Highschool | February 2020 - Present

* Motivate over 45 high school girls ranging from 9th-12th grade to achieve their individual and team goals through hard work, integrity, and confidence.
* Communicate with supervisors and parents through weekly email updates in order to create healthy parent-coach and athlete-coach relationships.

Marketing Intern | Libbey Glass | May 2021 – January 2022

* Complete foodservice catalog corrections and inventory reports including over 1,000 products in within tableware, dinnerware, and serveware.
* Create three product presentations for the sales team to be presented at product shows, meetings with potential distributors, and retail customers.

Leadership and Involvement:

Levis Leadership Scholarship Recipient

Pi Sigma Epsilon | VP of Chapter Affairs | December 2020 – January 2021

* Organize over 15 brotherhood and 5 community service events for 90+ members the Epsilon Delta.
* Execute philanthropy events for the chapters choice of non-profit raising money throughout the semester leading up to the annual Charity Ball.

Pi Sigma Epsilon |Top Social Media Strategy Team | 2022

* Collaborate with five marketing students to represent the Epsilon Delta chapter social media strategy at the 2022 National Convention.
* Present Epsilon Delta’s revised social media strategy including information about the creation of our chapter website.
* Describe the growth of Epsilon Delta’s social media presence by identifying major KPIs within the analysis of each platform.

Campus Activities and Programming | Director of Special Events | May 2021 – May 2022

* Propose and plan three campus wide events ranging from 30-500 potential attendees by creating a detailed budget and agenda for the event.
* Lead special events committee by delegating tasks and conducting weekly meetings to ensure deadlines and expectations were exceeded.