

Jordon E. Oellerich

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Education Iowa State University | Bachelor of Science Degree December 2019 | GPA 3.95/4.0
Major: Agriculture & Life Sciences Education, Communications Option

Work Experience

Communications Intern | Landus Cooperative | Ames, IA ***May 2018-Present***

- Present new company venture to executive team: calculate ROI, develop business case document, conduct research, create and analyze customer survey
- Develop social media voice and best practices document via research and department interviews to ensure consistency on Facebook, Twitter, and LinkedIn
- Write, schedule, and post social media copy for Dairy Nutrition Plus product line to increase visibility of the brand on Facebook and Twitter
- Write press releases and internal newsletter articles

Undergraduate Worker | Center for Food Security & Public Health | Ames, IA ***Sept. 2017-May 2018***

Iowa State University College of Veterinary Medicine

- Review and update content for national veterinary accreditation modules and quizzes
- Utilize Adobe Dreamweaver and HTML to edit new modules and add page components
- Edit and organize veterinary immunology class lecture videos using Echo360 and standardize accompanying outline book

Marketing Intern | Stephenson Service Company | Freeport, Illinois ***May 2017-August 2017***

- Planned and coordinated vendor event for 50 people and new location grand opening
- Created and implemented marketing campaigns and advertisements through social media, customer mailings, and visitor's guides; included cardholder recruitment and retention program and location-specific promotion for FAST STOP fueling stations
- Managed location Facebook, company Instagram account, and company website

Additional Experience

- Undergraduate Research Assistant, Iowa State University College of Agriculture and Life Sciences Department of Agricultural Education and Studies (Jan. 2017-May 2017)
- Curriculum Development Assistant, Iowa State University College of Agriculture and Life Sciences Study Abroad (September 2016-May 2017)
- Farmhand and Cattle Owner, Hi-View Farms

Honors & Leadership

- Dean's List, Fall 2016-Spring 2018
- CALS Dean's Leadership Scholar
- Gamma Sigma Delta, Honor Society of Agriculture
- Food at First Volunteer
- Big Buddy, Wesley Foundation Study Buddies Program
- University Honors Program
- Midwest Dairy Ambassador: Iowa
- ISU Dairy Science Club
 - Yearbook and Scrapbook Committee
 - Education Night Volunteer
- Agriculture Communicators of Tomorrow
- ISU Cultural Ambassador Program