

**Jordan Drew Bryant**  
**Public Relations and Sustainability**  
**Innovation Fellows Program - University of Florida**  
**College of Journalism and Communications**

Jordan Bryant, a passionate and innovative student, hails from the vibrant city of Miami, Florida. Currently a junior at the University of Florida, she is pursuing a degree in Public Relations with a minor in Sustainability.

From an early age, Jordan's entrepreneurial mindset was heavily influenced by her parents. Together, they would watch "Shark Tank," igniting her curiosity about the intricate workings of the business world. Fueling her thirst for knowledge, her parents also instilled in her a love for travel, embarking on spontaneous trips to explore historical places. This exposure fostered Jordan's appreciation for people's diverse backgrounds and the importance of effective communication. Over time, she discovered that her true abilities lay in communication, specifically excelling in building relationships with clients and demonstrating diligence in project management.



Creative, passionate, and innovative, Jordan identifies herself as a student who aims to embark on a career that creates positive experiences, whether on a grand or intimate scale. A series of transformative events have shaped her aspirations. The Dreamville Music Festival, Taste of the NFL, and the release of Spiderman: No Way Home have all played pivotal roles in reshaping her future path in a positive light. These events allowed people to immerse themselves in a brand's essence, influencing Jordan's desire to utilize her skills in project management, creative strategy, strategic communication, and sustainability to curate unforgettable experiences for individuals from all walks of life.

Beyond her studies, Jordan Bryant is an adventurer and explorer with a deep love for nature, as she enjoys spending her free time running in the beautiful landscapes of Florida, while her passion for sustainability extends beyond her college coursework to actively seeking eco-friendly practices and promoting environmental conservation in her everyday life; she is also an enthusiastic music lover who immerses herself in the energy and artistry of various musical genres at live concerts, exploring Miami's rich cultural scene to discover emerging talents and connect with like-minded music enthusiasts. In addition, she values the importance of maintaining strong personal relationships and cherishes quality time with her family and friends, often organizing small gatherings or outings to create lasting memories, believing in the power of connection through meaningful conversations to understand different perspectives and forge deep and genuine connections; finally, during her downtime, Jordan indulges in creative hobbies such as painting, she sees it as a peaceful retreat from the demands of student and professional life, providing an avenue for self-expression.

With a keen interest in expanding her horizons, Jordan plans to study abroad and secure internships in Experiential Marketing/Production throughout her remaining time in university. Her ultimate career goal involves the creation and execution of events that foster connections and leave guests with a lasting impression of having encountered life in a whole new way. Music festivals, AI experiences, travel tours, concerts, the Super Bowl, or the World Cup—no matter the occasion, Jordan envisions crafting positive, immersive experiences that entertain, engage, and transport individuals to another dimension.