

Jordan Ellis

Lecturer in Marketing | Business

SAMPLE CURRICULUM VITAE - All appointments, qualifications, publications and awards are fictional. This document demonstrates a faculty CV download.

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Profile

Jordan Ellis is a lecturer in marketing who brings two decades of professional experience in brand strategy, consumer research and campaign planning to the classroom. His teaching focuses on the decisions that connect a product or service to the people it is intended to reach. He helps students move from a broad creative idea to a defensible strategy grounded in evidence, audience needs and clear objectives.

Education and training

MBA, Example University, 2005

BBA, Marketing, Example College, 2002

Academic and professional experience

Lecturer in Marketing, Example University, 2020-present.

Independent brand strategy consultant, 2018-present; illustrative nonprofit and small-business projects.

Director of Brand Planning, Example Company, 2011-2018.

Account Strategist, Example Regional Agency, 2005-2011.

Areas of expertise

Brand strategy; consumer behavior; experiential learning

Jordan Ellis | Selected activities

Teaching

BUS XXX - Principles of Marketing; undergraduate; fall and spring; market analysis and the marketing mix.

BUS YYY - Brand Strategy; undergraduate; spring; positioning, brand architecture and customer experience.

BUS ZZZ - Marketing Studio; capstone; fall; team projects based on illustrative client briefs.

Service and leadership

Faculty adviser, fictional Student Marketing Studio, 2021-present.

Member, illustrative Undergraduate Teaching Committee, 2022-present.

Coordinator, Example Business Portfolio Showcase, 2024-2026.

Honors and recognition

Example Excellence in Experiential Teaching Award, 2025.

Illustrative Community Partnership Recognition, 2023.