

Contact

www.linkedin.com/in/drew-jarvis
(LinkedIn)
sunnyperiod.com/ (Company)

Top Skills

Leadership
Mentoring
Public Speaking

Languages

French (Professional Working)

Honors-Awards

1st Place in Next Launch Business
Idea Competition
Magna Cum Laude
1 Gold Key and 2 Silver Keys in
the Scholastic Art and Writing
competition
AP Capstone Diploma
Dean's Council Scholar

Drew Jarvis

CMO + Co-Founder at Sunny | Self Care Innovator | Entrepreneur
Boulder, Colorado, United States

Summary

Co-founder of Sunny who doesn't stop talking about periods 🍷#🍷#

Experience

Sunny

Co-Founder

June 2020 - Present (3 years 3 months)

Indiana, United States

Sunny, headquartered in Indianapolis, Indiana, was established on June 4th, 2019. Sunny is a self care brand passionate about simplifying menstruator's monthly flow while reducing period pollution. We deliver the best period care, honest education, and global giveback. We created a reusable menstrual cup that inserts like a tampon. Sunny ends the fuss of inserting a menstrual cup while working to end period poverty through our global give back program.

As Chief Marketing Officer, I oversee all research, development, and operations relating to our product development and branding along with other day to day functions. I also focus on our marketing strategy, developing our social media platforms, and primary consumer research.

The Helen Wells Agency

Model

June 2019 - June 2022 (3 years 1 month)

Indianapolis, Indiana Area

- Published work with various high name brands and smaller boutiques including Finishline, Vardagen, Boomerang Btq., Suite Little Muse Btq., and more
- Networked and maintained relationships with industry professionals including agents, clients, creative directors, stylists, photographers, and models
- Branded and maintained a recognizable look for both myself and my social media pages in order to acquire clients, work, and talent agents

Procter & Gamble

Brand Management Intern

May 2021 - August 2021 (4 months)

- Selected from over 10,000 applicants for an internship with P&G through extensive interviewing, personality testing, attending a leadership camp, and other evaluating mediums
- Analyzed data from Nielsen, Numerator, and other platforms to understand product and industry trends
- Presented analysis, interpretations, recommendations, and actionable next steps for branding strategies of a multi-million-dollar brand to my cross-functional team

Solution Tree

Senior Professional Development Intern

March 2019 - August 2021 (2 years 6 months)

Bloomington, Indiana

- Improved current database system by integrating excel to ease everyday tasks for fellow colleagues
- Connected with professionals in each department to gain a greater understanding of all operations within the company
- Ensured each account manager's event evaluations and contracts were in order, up to date, and well organized
- Organized files within the Solution Tree database to ensure optimal data retrieval

Procter & Gamble

STANDOUT Emerging Leaders Program

August 2020 - August 2020 (1 month)

Cincinnati, Ohio, United States

Fleurine, LLC

Founder

November 2019 - June 2020 (8 months)

Bloomington, Indiana Area

- Crafted a business plan to develop, patent, manufacture, and market a sustainable feminine hygiene product in a projected 18 months' time
- Developed relationships with mentors, entrepreneurs, product developers, lawyers, and other business professionals to progress entrepreneurial developments
- Won \$25k in funding through a pitch competition for an innovative menstrual cup idea.

Vardagen/Sure Shot

Marketing Intern

August 2017 - August 2018 (1 year 1 month)

Fishers, Indiana

- Composed and sent marketing emails biweekly to customers, informing them of promotions and events
- Managed Sure Shot's Instagram account, gaining them approximately 500 new followers in 9 months
- Organized two concerts in the store featuring local bands, bringing in revenue of over \$1,000 for the company
- Produced two art showcase events featuring local artists, increasing foot traffic and sales in the store

Education

Indiana University - Kelley School of Business

Bachelor of Science in Business (BSB), Marketing and International Business · (2018 - 2022)

Fishers High School

AP Capstone · (2014 - 2018)