



JV

JORDAN VERROI

TV Personality | Entrepreneur | Model | Lifestyle Influencer

B A C K G R O U N D

Jordan Verroi left the corporate world in 2013 as #2 salesperson in a Fortune 500 company to create the life he's always dreamed of. He successfully grew a retail company, CPG product, media company and creative content caption keyboard, CapGenius. Jordan is also an active investor in a new dating app launching later this year, Element. Jordan was recently announced as new cast for Summer House on Bravo TV and spent last summer filming in The Hamptons, working out and networking around his on the go lifestyle. He has done an incredible job of branding himself in an all encompassing way around this new platform, being an agency signed fashion model, fitness, food and maintaining an active lifestyle.

AGE: 30

HOMETOWN: Atlanta, GA

CURRENTLY: New York City

HEIGHT: 6'0"



I N S T A G R A M



6.1%

Engagement Rate
(Industry average 2-3%)

25,001

Total following

30,321

Avg. impressions per post

Age Range

13-17	1%	35-44	23%
18-24	14%	45-54	8%
25-34	51%	55+	3%

Locations

New York 8%
Atlanta 3%
CHI 1%
LA 1%
PHILLY 1%

Gender

Female 70%
Male: 30%



Brands:

Dos Toros, Malibu Beer, Touch of Modern, Paisley & Grey, Birchbox Man, Chef's Cut Jerky Barry's Bootcamp, Any Day Rosé, Eboost, JackThreads, Philosophy, Citizen Watch, Know Foods, Hum Nutrition, Leesa Sleep, SKIL

Music:

Kapslap, Bryce Vine, Cynthia Erivo, Gabi Sklar

Bachelor Nation:

Robby Hayes, Jeff Holm, Chase McNary, Nicole Lopez-Alvar, Grant Kemp, Caila Quinn

Bravo TV Personalities:

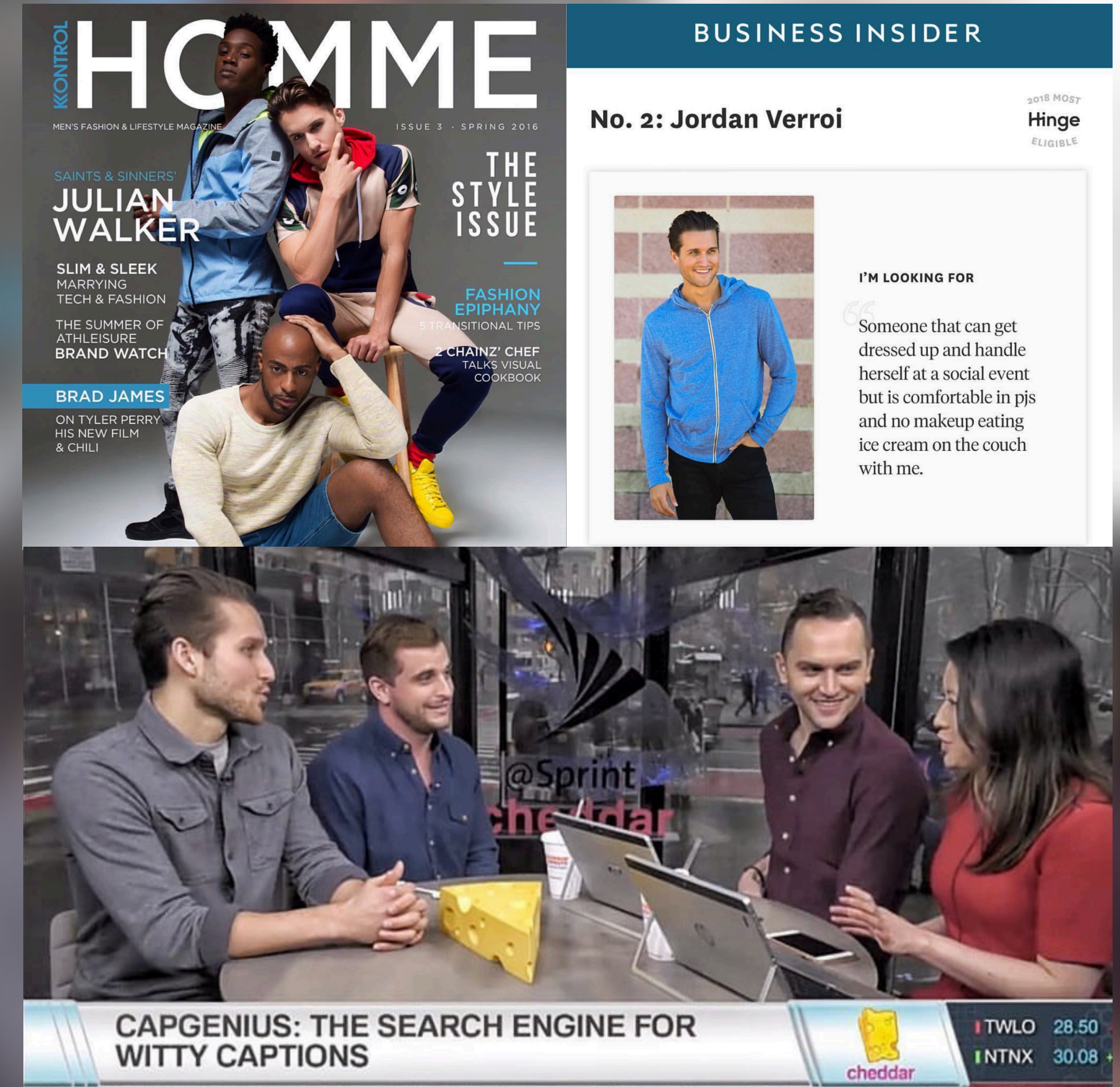
Katie Maloney-Schwartz, Tom Schwartz, Beau Clark, Adam Spott, Kyle Cooke, Amanda Batula, Lindsay Hubbard, Carl Radke, Danielle Olivera, Paige DeSorbo, Hannah Berner, Ryan Serhant, Dorinda Medley, Ramona Singer, Margaret Josephs

Misc:

Bravo TV, WWHL, People TV, Rohan Oza (Shark Tank),

ACCOLADES

- Named “Hinge Most Eligible 2018”
- Founder & CEO of CapGenius Creative Content Keyboard, 35.8K followers
- Youngest CEO Interviewed in The CEO Magazine
- First magazine cover in 2016





EVENTS & EXPERIENCES



New Balance

Jordan teamed up with New Balance and Rock The Vote to create a bus for the 2018 Mid-Term Elections to pick up and drop off people across NYC to #runtothepolls. He was responsible for full lifecycle ideation, development, and execution of the event



American Apparel Re-Launch

Jordan helped facilitate the guest list of influencers and taste makers for the NYC re-launch of the retail brand American Apparel



Three Olives Rosé Vodka Launch

Jordan coordinated, organized and assisted with all media for the launch of TOV's new flavor. He planned the NYC event, Coachella activation and coordinated influencers and media around an 8 month full lifecycle campaign



Event Appearances

Jordan has been booked for many events to attend, host, plan, and more. Some of his favorites were the RHONY Season Premiere, Thoroughbreds Movie NYC Premiere (which he planned), If Beale Street Could Talk Premiere, Heal our Heroes Fundraiser and Accessories Council

A man with short brown hair and a light beard is walking across a city street at dusk. He is wearing a grey pinstripe suit, a white shirt, and a dark tie. He is looking back over his shoulder towards the camera. The background shows a busy city street with cars, pedestrians, and buildings. The lighting is warm, suggesting sunset or sunrise.

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Looking forward to working together!