



**BENTLEY UNIVERSITY**

Graduate Academic Advising and Engagement

# STUDENT SPOTLIGHT

WITH HANNAH JORDAN

## ABOUT HANNAH

Hannah is a second-year MBA student concentrating in Marketing. With a strong background in event programming and student leadership, she's passionate about creativity, strategy and growth. Hannah is dedicated to using her time here to make an impact and strengthen the Bentley community. She enjoys connecting with others, organizing events, and helping her peers make the most of their graduate experience.



Q

**What has been most helpful for managing your time?**

“Something that I’ve found really helpful is time blocking—just having certain things scheduled out that I know won’t conflict with my extracurriculars or other commitments. It helps me visualize my day and make sure I’m using my time effectively. I also use an app called Structured, which sends me notifications like, ‘Time to do this!’ or, ‘Your appointment’s coming up.’ Those reminders keep me accountable and make it easier to stay organized and focused. Having that structure has really helped me balance everything I have going on.”

Q

**What is your ideal/dream job?**

“I see myself being in the creative space. I do love creativity, I do love the digital space and media and graphics, so something I would want to have a career in would be as a digital content creator or manager, or some sort of brand strategist. One thing that I’m really into right now is trying to help businesses or organizations grow their engagement and have a voice that’s authentic to their audience. I’m drawn to projects that combine storytelling and strategy. I would love to be a useful marketing tool to help with that.”

Q

**What advice would you share with new graduate students?**

“My advice would be to pace yourself and try to stay grounded. As we know, grad school can be really demanding and very daunting—you can get overwhelmed with so much. I would say make sure you find a pace that’s comfortable for you and make sure you’re settled before you try doing all of these things. It’s important that you find your community, but make sure you aren’t trying to be so involved that you don’t have time to focus on why you’re here. For me, I was involved in clubs and other things, but I made sure that wasn’t taking over why I was here. I was here for academics first. But once you’re settled in, you can explore and really use what Bentley has to offer for grad students.”