



YOUR NAME HERE

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[INSERT LINKEDIN PROFILE LINK](#)

EDUCATION

LIM College, New York, NY *May 2016*
Bachelor of Professional Studies
Fashion Merchandising Major | Marketing Minor

American University of Rome, Rome, Italy *Spring 2015*
Study Abroad Program

BEAUTY EXPERIENCE

Tarte Cosmetics, New York, NY *July 2017 – Present*
Omni-Channel and Brand Marketing Coordinator, December 2017 – Present
Brand Marketing Assistant, July 2017 – December 2017

- Promoted from Assistant to Coordinator after only six months
- Assist the Marketing Manager in developing the US marketing calendar, as well as manage and maintain generic marketing presentations distributed to all channels
- Ensure projects meet deadlines and maintain consistent and clear communication with national and international warehouses regarding forecasts, timelines, launch dates, packing requirements, print specifications, and all other logistical matters
- Manage projections for new launches and promotions as well as distribute and collect them across channels
- Support the Nordstrom account by executing marketing material for in-store promotions and events, developing launches and GWP promotions, and building creative content to support in-store and online needs

Bliss, New York, NY *June 2016 – July 2017*
Brand Marketing Assistant

- Tracked and analyzed the performance of spa marketing campaigns, such as flash sales and membership promotions across multiple channels
- Created and executed monthly spa marketing promotions including the brand, products, and seasonal stories
- Planned, managed, and executed spa-related events and partnerships as well as coordinated with the creative team and vendors for signage
- Served as the on-site point of contact when coordinating spa bookings for editorial appointments and gifting

Estee Lauder, New York, NY *Summer 2015*
E-commerce Intern

- Managed and oversaw all product orders in numerous order systems and conducted a daily order audit to ensure all orders transmitted properly
- Monitored the call center by coordinating weekly meetings, screening customer service calls, and creating scripts for representatives for training

OTHER RELEVANT EXPERIENCE

LIM College – Fashion Show Production Club, New York, NY *August 2015 – May 2016*
Communications and Public Relations Coordinator

- Created original content for social media campaigns to promote the annual fashion show across multiple platforms
- Communicated with industry professionals, influencers, vendors, and press to encourage engagement and attendance

Urban Outfitters, New York, NY *August 2012 – December 2014*
Sales Associate

Rudy's, Closter, NJ *June 2010 – August 2012*
Server

Childcare Provider, Dumont, NJ *June 2008 – August 2012*

SKILLS

Computer: Adobe Creative Suite, Microsoft Office (Word, Excel, PowerPoint, Outlook), Social Media Outlets (Instagram, Facebook, Twitter, Snapchat, LinkedIn, Wordpress), Audacity

Professional: Event Planning, Customer Service, Public Speaking, Problem Solving