

# MEGAN GREEN

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## WORK EXPERIENCE

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### SOTO

Communications & Events Assistant

San Jose, CA

Jun 2021-Present

- Support PR team by preparing merchandise and sample sets for events/photoshoots on 24+ campaigns
- Coordinate weekly content calendar and design original content for Instagram, TikTok, Facebook, Twitter and LinkedIn
- Multitask administrative duties, greeted customers, and provided knowledgeable assistance
- Collaborate with vendors to plan activities, off-site events, and awards for trade shows
- Oversee on-site logistics of events such as coordinating with hotels, handling site visits and managing registration lists

### SKY GLOBAL MEDIA

Influencer & Social Media Marketing Intern

Remote

Feb 2021-Jun 2021

- Scheduled social media content calendar and design original content in Photoshop
- Directed influencer marketing campaigns with brand partners to promote engagement and reach
- Identified and implement social media trends on Instagram, TikTok, and Clubhouse
- Oversaw all video production for TikTok and YouTube including managing paid ads for our YouTube channel

### SEPHORA

Beauty Advisor

Fremont, CA

Jan 2020-Jun 2021

- Drove sales by developing merchandising strategies and building engaging display designs
- Exceeded daily sales goals by maintaining up-to-date product knowledge to upsell products
- Collaborated with sales management to identify and pursue business development opportunities

### BIG BEN

Digital Marketing Intern

Remote

Nov 2020-Feb 2021

- Collaborated with social media influencers to generate organic content and drive sales for brand products
- Created high-converting Facebook Ad campaigns to increase website traffic for niche audiences
- Strategized and launched a brand refresh to identify and amplify key value propositions to drive growth
- Managed partnership outreach and relationship development for 10+ brand partners

### MACY'S

Seasonal Retail Sales Employee

San Jose, CA

Summer 2019

- Achieved Top Salesperson for 6 consecutive months, beating the company average by 228%
- Advised clients on the latest fashion trends, driving repeat sales and return clients
- Enforced efficient handling of shipment processing to floor-sets and inventory replenishment systems

## SKILLS

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**Analytics:** Confident building complex equations to reach data-driven solutions in Excel & certified in Google Analytics

**Project Management:** Seasoned in fostering cross-functional collaboration and utilizing HubSpot, Trello, Zoom and Slack

**E-Commerce/SEM:** Seasoned operator of Squarespace, Facebook Ads, SEMrush and MailChimp

**Social Media Marketing:** Well versed in creating social content with Later, Hootsuite and Canva

**Design:** Advanced creator using Procreate, Adobe Photoshop and Illustrator

## EDUCATION

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### SKY ACCELERATOR

Digital Marketing

Remote

2020-2021

### UNIVERSITY OF ARIZONA

BA, Biology

Minor in Business Administration

Tuscon, AZ

2017-2021