




ELLSBETH DE LONCRAE

Internet Sales Manager

CONTACT

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San Francisco, CA 

[LinkedIn](#) 

EDUCATION

Bachelor's of Arts

Marketing

San Francisco State University

2018 - 2022

San Francisco, CA

GPA: 3.8

Awards

Entrepreneurial Spirit Award
(2020)

SKILLS

Social Media Marketing

Brand Development

Trend Analysis

Customer Engagement

Sales

Campaign Launch

HOBBIES & INTERESTS

Business and Marketing Podcast
Connoisseur

Member: Start-up Mindset
Coaching LLC

CAREER OBJECTIVE

San Francisco State University Marketing student with a wealth of project experience developing and creating SF-based brands. Seeking opportunity as an internet sales manager with Stitch Fix, where my skills in trend analysis and pilot testing could enable the company to expand its customer base beyond current demographics.

PROJECTS

Little Bird Company

Freelance Content Creator

2020 - current

- Developed social media presence for local Bay Area infant clothing company, securing 27K+ followers and increasing storefront traffic by 19%
- Tracked trends in customer purchases, posting curated clothing based on trends, boosting website traffic by 210+ daily visitors
- Answered 100% of customer inquiries on posts, in direct messages, and via email, creating FAQs based on comments
- Coordinated with store manager to build marketing campaigns that successfully improved email newsletter signup rates by 32%

Design 432 App Project: EasyOrder

Student

2019 - 2020

- Developed and piloted beta version of customer interface application, conducting testing with 53 volunteers
- Collaborated with 3 students to design App to appeal to a wide range of consumers, receiving 94% positive feedback on the interface and visual appeal
- Launched App after course completion, collaborating with students and 2 faculty investors

Uni Thrift

Creator

2018 - current

- Created internet-based company repurposing fast fashion merchandise for a target audience of 18 to 26-year-old students
- Posted content 3 times per day, garnering 1,100K+ daily website visitations and grossing \$9K per month