

# LOU SAMINA

COLLEGIENNE / YOUTUBEUSE

## EXECUTIVE SUMMARY

I am a marketing professional seeking a full-time position in a dynamic company. I draw heavily on my experience in retail management and market research.

## SKILL SET & EXPERTISE

Retail Management

- Consulting (Sales and Marketing)
- Budget Control
- Visual Merchandising
- Account Management
- Brand Development
- Market Research

## CONTACT INFORMATION:

Telephone: 123 456 7890  
Email:  
hello@reallygreatsite.com  
LinkedIn: @reallygreatsite  
123 Anywhere St., Any City,  
State, Country 12345  
www.reallygreatsite.com

## CAREER HISTORY

### *Marketing Specialist*

FUSCHIA FEDORA, INC. | JULY 2016-PRESENT

- Develops and executes the company's social media strategy
- Conducts market research for new product lines
- Creates branding collaterals for various clients

### *Senior Brand Manager*

MESSY MUSTACHE CO. | JUNE 2011-JUNE 2016

- Led successful launch events for over 10 new stores
- Handled visual merchandising projects for the company
- Spearheaded a viral social media campaign

## ACADEMIC BACKGROUND

### *University of Denka*

BA IN MARKETING COMMUNICATIONS | JUNE 2010

- Graduated with honors (GPA: 3.76)
- Consistent Dean's Lister
- MarCom Queen, 2009
- Student Council Vice President, 2010
- Member, Junior Marketers of Denka

### *Royal School of Design*

CERTIFICATE IN RETAIL MANAGEMENT | JULY 2012

- Short course in retail and store management
- Included on-the-job training with 3 partner companies
- Completed coursework ahead of schedule

## PASSION PROJECTS

- Voice4Boys: Self-esteem development for abused boys
- MarComBack: Annual learning convention for practitioners in Marketing Communications