

CHING CASANOVA TAPIA

To leverage my technical knowledge, retail expertise, and creative problem solving skills in a role within Digital Marketing.

CasanovaTapia@gmail.com 323-332-8804

INTERACTIVE INTERN AT CORNETT IMS - JUNE 2016 - PRESENT - LEXINGTON, KY

Produce online media for Lexington's largest full-service ad agency

Contribute to live projects for real clients. Most recently, developed the partner site for the *Breeders' Cup 2016* presented to Keeneland. Development mostly in HTML/CSS, while constantly learning new technologies.

FREELANCE WEB DESIGNER/DEVELOPER - NOV 2015 - JAN 2016 - LOS ANGELES, CA

Developed digital identities for emerging brands to reach early audiences

Focused on prototyping applications that connect people to tools, ideas, and each other. Most notably, developed online presence for a multi award-winning short film, DuO. See samples at www.CasanovaTapia.com

RAILS DEVELOPER & ACCOUNT MANAGER AT LAPEL - MAR-OCT 2015 - LOS ANGELES, CA

Fulfilled web development & operations for early stage menswear startup

Raised \$200,000 from angel investors with prototype application developed in short timeframe of 4 weeks. Successfully transitioned into a role of Account Manager, producing *revenue of \$40,000* in first month of business.

OPERATIONS MANAGER AT MAX & MORITZ - DEC 2013 - FEB 2015 - WEST HOLLYWOOD, CA

Launched luxury boutique as the sole employee for its first year of business

At the helm of a new business, created Standard Operating Procedures for floor & online sales, merchandising, inventory management, buying, and daily store operations. Gross sales *increased at a quarterly average of 41%* during employment.

ASSISTANT MANAGER AT ABERCROMBIE & FITCH - MAY-NOV 2013 - LOS ANGELES, CA

Operated high-traffic retail store to consistently exceed corporate standards

Along with general store operations, focused on recruiting and retaining talent. *Consistently exceeded* associate recruitment and daily sales goals set by Home Office.

Education & Relevant Skills

Masters of Business Administration from University of Kentucky | Lexington, KY | May 2017

Bachelor of Arts in French | Pre-med Concentration from Smith College | Northampton, MA | May 2013

Concentration in Art History from La Sorbonne Paris IV | Paris, France | May 2012