

Penelope Jane

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Bachelor — Advertising, Media Design

University of Colorado, Boulder

August 2016 - May 2020

Studied within the College of Media, Communication & Information Science. Minor in Communication, along with an Intermediate Design certificate.

Stock & Floor Supervisor

Fred Segal, Malibu CA

MARCH 2021 — PRESENT

- Pull On-hand Inventory reports, Associate Sales reports, & Vendor Specific Sales reports
- Pull styles that Vendors ask for (RTV), while cross-checking with on-hand reports, troubleshoot discrepancies, & flag any damages.
- Receive, ticket, & merchandise new items from vendors while continuously maintaining & organizing inventory on hand & informing the team of any changes
- Remodeled the store's jewelry book and labeled fine jewelry to their correct PLU, IMG, & Name to eliminate "human error" when checking out
- Walk-through Point of Sales with onboarding Associates to ensure they're confident about checking out items, troubleshoot missing tags, and checking the system for specific sizes.
- Oversee any in-store & Shopify Malibu shipping purchases & follow-through clients so they're aware of the arrival time.
- Carry out Exchanges/Store-credit transactions to ensure the client's accommodation with FS policy.
- Routine inventory checks of the Floor to keep track & prevent external/internal theft for future liability.

Luxury Sales Associate

AUGUST 2020 — MARCH 2021

- Recall product & brand knowledge based on customers' needs.
- Produce original content for Malibu's Instagram.
- Malibu Store Representative within the FS Cultural Advisory Group promoting an inclusive work culture.

Sales Associate

Warby Parker, Boulder CO

NOVEMBER 2018 — SEPTEMBER 2019

- Demonstrated on-demand product knowledge and style advice based on the customer's Rx & how they use their Rx
- Maximized & improved personal daily sales target
- Employee Engagement Lead, regulated events to further strengthen coworker relations

Campus Marketing Representative

Insomnia Cookies, Boulder CO

AUGUST 2017 — JANUARY 2020

- Proposed & coordinated weekly promotional partnerships with CU Alumni & local businesses in Boulder.
- Worked in partnerships with Greek Life & tabling at CU Student Events.
- related events for constant brand engagement.
- I was able to generate a positive brand image to potential clients and targeted customers

Client-Based Design Experience

Apparel Logo Design, Hollywood Forever

Objective: Create an homage to the groovy & indulgent history of Laurel Canyon, California. This logo asset was designed specifically for product placement adaptability.

Media & Content Managing, Recess World Wide

Objective: Promote, research, and market an appeal to the current selection of vintage consignment within Fred Segal Sunset.

Operations & Content Managing, HOMBRA

Objective: Create & manage a Depop store that embodies the unapologetic born & raised LA lifestyle.

Freelance Graphic Designer

Enplug Digital Signage, Culver City, CA

AUGUST 2020 — DECEMBER 2020

- Produce content & templates for Enplug Safety App (15-20 unique per week in landscape/portrait)
- Produce editable templates for Enplug's various template-based apps
- Ads: Adjust size, layout, alignment, and elements for multiple sizes of Enplug's banner ads based off of Lead Designer initial design
- Social Media: Produce social media assets and adjust the size, layout, alignment, and elements for different social channels
- Website: Adjust alignment and layout as needed for occasional content changes to the website and for new mobile pages.
- Marketing Collateral: Adjust alignment, layout, and elements as needed for content changes to Enplug's one-sheets, and ebooks
- Sourcing and cropping images for Enplug Art WApp
- Research icon trends and propose new standards for Enplug's icons for routine icon standardization
- Adjust designs as needed based on feedback from the Lead Graphic Designer and Leadership Team

Editorial & Media Design Intern

STRÅLANDE, NYC

MAY 2020 — AUGUST 2020

- Designing continuous content weekly
- Built & edited social media assets such as sizing, layout, alignment, and elements for different social media channels & web platforms
- Bi-weekly meetings to propose new topics & trends
- Marketing Collateral: Adjust alignment, layout, and elements as needed to expand web impressions.

Graphic Design & Marketing Intern

Off the Hook Arts, Ft. Collins CO

DECEMBER 2019 — JUNE 2020

- Design continuous content for facebook updates
- Helped design event book pages for WinterFest 2020 & performed as an "on-ground" social media manager for further online event engagement.
- Proposed & developed IGTV series along with a media kit for future crowdfunding campaigns due to COVID-19 cancelling SummerFest 2020.