

3395 Michelson Dr #5238  
Irvine | CA | 92612



(216) 789 - 8765



craftyjacquie@gmail.com



/jacquelynsorenson

JACQUIE SORENSON  
Creative Marketing



Profile

Reliable, resourceful, and flexible creative marketing professional with attention to detail and multi-tasking skills gained through years of experience in the marketing world. I find it extremely rewarding and challenging to incorporate my outgoing personality and quick thinking mind into effective marketing campaigns and creative content that aids in the success of growing company. I have a passion for cooking, good conversation and great wine!

### EDUCATION

University of Arizona  
Eller College of Management

IQS Universitat Ramon Llull  
Forum Nexus Study Abroad



### ACTIVITIES

JaQueen Things - Etsy store  
HTML & CSS Courses  
Social Media Courses  
Teaching my piggy new tricks  
Cooking!

## EXPERIENCE

### Groove Footwear – Marketing & Sales – 4/13 to Present

- Responsible for creating and implementing creative content for various projects in social media, sales, trade shows, website, and email advertisements.
- Responsible for advertising campaigns, market research, video production, and photo shoot coordination.
- Developed and maintained multiple social media accounts to engage, entice, and inspire consumers.
- Founded and directed company brand ambassador internship program to enhance consumer choice, penetrate new target markets, create consumer experiences, and promote positive brand image.
- Responsible for impacting metrics for user engagement of blog, website, and social media accounts.
- Responsible for coordinating registration, travel, finances, promotional materials, and booth design for trade shows
- Implemented events to improve customer relationships and increase brand loyalty with buyers and consumers.
- Responsible for email marketing efforts and initiatives for promotions, advertisements, corporate updates, tradeshow, and blog newsletters.

### Connect Your Home – Affinity Account Executive – 11/12 to 4/13

- Involved in the process of branding Connect Your Home, launching new campaigns, project & employee management, and ensuring compliancy and relationship development with brand partners.
- Key player in the development and maintenance of partnerships with national organizations, schools and companies
- Assisted in the development and maintenance of a presence on social networking profiles such as Pinterest and Twitter
- Focus on developing and strengthening ability to cold call/email, lead generation, closing and fostering relationships nationwide

### • Ja'Queen Boutique – Founder 7/11 to Present

### • ROAR – Lifestyle & Branding Intern – 8/12 to 11/12

### • Campus Special – Account Executive – 4/12 to 6/12

### • TEAM Enterprises – Promotional Representative – 6/11 to 6/12

## SKILLS

### EVENTS

Trade Shows  
Corporate events  
Promotional events  
Philanthropic events

### PHOTOSHOP

Product Shots  
Seasonal Deliverables  
Social Media Content  
Illustrator  
Lifestyle Photo Editing

### SOCIAL MEDIA

Facebook  
Instagram  
Polyvore  
Email  
Blogging  
Twitter  
Pinterest  
Tumblr

### OTHERS

CSS & HTML Design  
Photography  
Promo & Pop Up Design  
Brand Awareness  
Lead Generation