


JESSICA DORGU

BRAND MANAGER

 jdorgu011@gmail.com

 LinkedIn

SKILLS

- Programming and Development: HTML, CSS, JavaScript, TailWind, React, Node.js, MongoDB, SQL
- Project Management: Task scheduling, resource allocation, project planning, cross-functional collaboration
- Design and Branding: Brand identity creation, visual merchandising, design software (e.g., Adobe Creative Suite)
- Team Leadership: Staff training and development, team building, mentoring, fostering collaboration
- Market Research: SWOT analysis, target market research, consumer behavior understanding
- Web Development Tools: Mention any development tools, version control (Git), IDEs (Integrated Development Environments)
- Communication: Effective stakeholder communication, reporting, documentation

EDUCATION

University of North Carolina Chapel Hill

Full Stack Web Development
Bootcamp

North Carolina State University

Bachelor of Science in Fashion
Textile Management

Concentration: Brand Management and Marketing

OBJECTIVE

As a results-oriented retail store manager seeking to pivot into a dynamic career in technology, I am excited to pursue opportunities in front-end junior development and junior project management. My strategic thinking, organizational prowess, and passion for coding equip me to excel in a developer role, while my track record of fostering relationships and driving growth makes me an ideal candidate for project management. I am committed to leveraging my diverse skill set to contribute meaningfully to projects and collaborate with cross-functional teams.

PROFESSIONAL EXPERIENCE

Brand and Merchandising Manager | Bath and Body Works | September 2012-Present

Responsibilities

Coordinated floor sets by overseeing staffing, training, planning, scheduling, and execution, demonstrating effective project management skills.

- Managed daily store operations, encompassing coaching and onboarding, superior customer service, and strategic merchandising.

Achievements:

- Pioneered a comprehensive training program that fostered a united shipment processing team, showcasing your ability to implement effective training strategies.
- Successfully recruited and trained a floorset team that streamlined execution time by over 25%, illustrating your talent in optimizing processes and teamwork

Brand Manager | Footlocker | September 2014- August 2022

Responsibilities

- Recruited and trained future management talent, demonstrating leadership and mentoring abilities.
- Managed staffing, scheduling, and budgeting to achieve company objectives, displaying strong organizational and resource management skills.
- Designed and executed captivating merchandise displays, showcasing a keen eye for aesthetics and design.

Achievements:

- Recognized with the Rookie Manager of the Year and Shrink Audit Award, highlighting exceptional managerial performance.
- Successfully hired, trained, and developed external hires into associates, resulting in the promotion of 2 store managers and 7 assistant managers within the district.
- Orchestrated a 13% increase in sales from the previous year by curating distinctive shopping experiences for both internal and external customers.
- Spearheaded a 40% growth in sales for strategic brands by innovating store displays and implementing advanced visual merchandising practices.

Product Specialist Intern | May 2021- July 2021

Responsibilities

- Access vendor portals to collect images & tech information as new skus are created for upcoming seasons
- Collaborate with vendors/buyers for product information
- Worked with cross functional teams to launch new products on release days

Achievements

- Completed the Q3 queue in largest category of product tech packs 2 months in advance
- Put into place a color coded system to track tech information and vendor response times amongst team members

Freelance Brand Development Manager | October 2021

Responsibilities

- Orchestrated the creation of a brand identity for a start-up, focusing on building brand awareness through creative design and messaging.
- Conducted SWOT analyses and comprehensive target market research to inform branding strategies.
- Successfully established the brand's online presence by designing and launching its official website.

Achievements:

- Designed the official brand logo and initial patch designs, which garnered significant attention and were prominently featured at trade shows.
- Navigated vendor relationships to facilitate the production of branded hats and pins, ensuring high-quality merchandise.
- Independently launched the brand's inaugural collection through the newly developed website, driving engagement and sales.