

INTERNET SALES MANAGER INTERNET SALES MANAGER INTERNET SALES MANAGER -
WHITE HORSE RV CENTER Mays Landing, NJ Work Experience INTERNET SALES MANAGER
WHITE HORSE RV CENTER - Township of Galloway, NJ March 2019 to Present Manage &
maintain up-to-date inventory (status, pricing, photography, etc.) on WhiteHorseRV.com for all
products of the Galloway location. Stage, photograph, and occasionally retouch images of each
product to accurately depict features, potential flaws, and noteworthy selling points to increase
online engagement. Act as the main point of contact via email and cold calling for potential leads
from various online sources. Follow up with inactive leads to maintain relationships, generate
sales, and ensure customer satisfaction. Co-manage, generate content & imagery, and respond to
any and all activity on all social media accounts for the White Horse RV Center's Galloway location.

Develop creative content and marketing assets including graphics, copy, email, website, blog
content, etc. Occasionally assist with customer overflow by acting as a receptionist, supporting the
parts counter, and assisting with RV & trailer sales as needed. DIGITAL GAMING COORDINATOR
RESORTS CASINO DIGITAL GAMING - Atlantic City, NJ April 2018 to January 2019 Develop
creative content and marketing assets such as game icons, promotional creative, email creative &
copy, website banners & copy, social media content, & casino floor marketing pieces. Design,
develop, and execute promotional campaigns from conception to completion for both
ResortsCasino.com and MoheganSunCasino.com, ensure all promotional winners are credited
appropriately, and analyze promotion statistics for future campaigns. Maintain relationships with
online casino game providers and create new or make changes to game assets as requested
through the online CRM system. Design, execute, and oversee Email and Push Notification
Marketing Campaigns to completion. DEVELOPER EMAIL DESIGN - Mount Laurel, NJ July 2017 to
January 2018 Design, execute, and oversee Email Marketing Campaigns including send analytics
and DNS reporting within Salesforce Marketing Cloud and ExactTarget. Develop and implement
new email marketing strategies to improve business prospects and ROI. Write and implement
code and graphical design that successfully renders across various email clients, debugging any
issues that may appear prior to authorizing the email send. Responsible for training newly hired

employees on company software, particularly utilizing FTP processes and the Salesforce platform.

TECHNICAL SPECIALIST 2017 to 2017 MARKETING WEB DESIGNER Lindsay Shannon - Mount Laurel, NJ June 2016 to December 2016 Designed and reviewed all marketing initiatives for website, email, and printed properties. Used website analytics to define our company goals, assess our current metrics, define a monthly success plan, and ensure the goals are met according to a predetermined timeframe. Created wireframes, screen-flow diagrams, and UI spec documentation for projects as necessary.

SUPPLY SIDE FRONT END DEVELOPMENT INTERN SONOBI ADVERTISING INC - Winter Park, FL March 2016 to May 2016 Wrote and debugged sections of code to enhance user experience and deploy to live websites. Performed system-level testing to verify software quality and function prior to its release. Displayed advertisements to users on websites as determined by algorithms and business bidding.

COLLEGE PROGRAM INTERN THE WALT DISNEY COMPANY - Orlando, FL June 2014 to December 2014 Attended collegiate-level courses through Disney University in the fields of Creativity Innovation and Entrepreneurial Business while also working at the Walt Disney World theme park. Worked to communicate through language barriers and gained a strong understanding of diversity within other cultures.

STUDIO PHOTOGRAPHER APPLE INC - Cherry Hill, NJ 2014 to 2014 CUSTOMER SERVICE MANAGER WAL-MART SUPER CENTER - Williamstown, NJ 2012 to 2014 OWNER / PHOTOGRAPHER THE PICTURE PEOPLE - Township of Deptford, NJ 2010 to 2010 Education BACHELOR OF SCIENCE in WEB DEVELOPMENT FULL SAIL UNIVERSITY - Winter Park, FL December 2016 ASSOCIATE OF APPLIED SCIENCE IN COMPUTER GRAPHIC ARTS in COMPUTER GRAPHIC ARTS GLOUCESTER COUNTY COLLEGE - Sewell, NJ June 2014 Skills CRM, Marketing, Outlook, Sales, Customer Service, Microsoft Office, Powerpoint, Word, Adobe Creative Suite (10+ years), Photoshop, Photography, Illustrator, Indesign, Email Marketing, Social Media Marketing Links <http://www.linkedin.com/in/lrhampton>

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