

Adriana Heesh

Education

Bachelor of Business (Marketing) - 2017

Queensland University of Technology

Diploma of Information Technology - Current

Coder Academy

Professional Experience

Marketing Assistant - PQ Collection

January 2019 - May 2020

As Marketing Assistant I was responsible for social media and website management. This included content sourcing and creation (graphic design, videography etc.), influencer relationship management, creating key-word optimised copy for product listings, blog posts, collections and various webpages. I also assisted in campaign creation and execution across marketing channels.

- Achieved 15% growth in Instagram following through strategic influencer relationships and creating engaging and on-brand content.
- Maintained regular posting schedule, including stories and 2x posts daily via Planoly.
- Executed a rebrand and launched a new website to combine wholesale and retail sales into one channel.
- Created 'Tuesday Chats' series on stories to create more in-depth and engaging content - consistently reported highest rating views and click-throughs on these days.
- Created posts for Pinterest which led to new conversions.
- Maintained above average conversion rates on online store.
- Implemented a 'Shop by Shape' filter to enhance user experience.
- Established Instagram and Facebook to be in the top 3 traffic sources for conversions.
- Established relationships with multiple new influencers with immediate gratification in sales, brand awareness and on multiple occasions, selling out high quantity styles.

Beauty Advisor - Priceline Pharmacy

September 2014 - April 2019

As Beauty Advisor I was responsible for the care and maintenance of the makeup, skincare, beauty tools and fragrance aisles, including stocktaking, ordering, replenishing, merchandising and cleaning. In-depth product knowledge, impeccable makeup application and a friendly disposition allowed me to provide excellent customer service.

- Consistently high-performing mystery shopper reports.
- Hosted makeup masterclass and educated customers on how to use their products and tools frequently.
- Executed a number of tactical sales, including extensive preparation, and high-volume service days.
- Fortnightly catalogue planning and execution.
- Absorbed managerial responsibilities as required including task delegation, supervision of other team members and training new staff.
- Data entry - entering invoices, inventory management, filing paper work, handling petty cash.
- Managed multiple professional relationships with brand representatives and suppliers for extra samples, training etc.
- Attended multiple out-of-hours training sessions to maintain extensive product knowledge specifically in skincare, fragrance, makeup and beauty tools.

Sales Assistant - Proactiv

February 2014 - September 2014

I provided excellent customer service through complete skincare and makeup solutions for customers.

- Consistently exceeded my sales targets.
- Maintained consistently high average sale value.
- Often worked alone and unsupervised.
- Recruited multiple new customers by offering free mini makeovers.

Barista - Muffin Break

January 2012 - June 2014