

ALISHA THOMPSON

Cannabis Consultant & Digital Designer

TUCSON, AZ

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PROFILE

Alisha Thompson is an experienced Cannabis Shift Lead previously from Jane Dispensary Santa Rosa, recognized by Bohemian newspaper as Sonoma County's best in 2024. Alisha is seeking roles in cannabis, digital design & office coordination. They are currently enrolled in the University of Arizona's Cannabis Medicine Certificate program.

EXPERIENCE

CANNABIS CONSULTANT SHIFT LEAD

JANE DISPENSARY - SANTA ROSA, CA

MARCH 2022 TO MARCH 2024

- **Store Management & Team Leadership:** Manage store operations, including scheduling, shift coordination, and overseeing opening and closing procedures, while providing effective leadership and guidance to the team.
- **Financial Operations & Inventory Management:** Execute cash handling procedures, oversee deposits, and manage financial transactions. Utilize Dutchie front and back end systems to handle inventory and receive deliveries.
- **Communication & Reporting:** Maintain efficient daily communication through email, phone and instant messaging channels. Generate detailed reports to monitor store performance and facilitate proactive decision-making.
- **Marketing & Networking:** Develop and implement targeted marketing strategies to engage both B2B and B2C audiences, leveraging networking opportunities to enhance brand awareness.
- **Training & Education:** Conduct comprehensive training sessions for staff, focusing on SOP technical writing and educating on cannabinoids, terpene profiles, and strains to tailor product recommendations to individual customer needs.
- **Product Knowledge & Compliance:** Demonstrate broad menu knowledge, providing detailed insights into product benefits and effects, while ensuring compliance with relevant regulations and holding a Food Handler's Certificate.

MARKETING COORDINATOR

MERCY WELLNESS - COTATI, CA

AUGUST 2021 TO NOVEMBER 2021

- **Cannabis Menu Graphics:** Designed weekly and daily menus for Cotati and Santa Rosa locations, emphasizing featured products and promotions.
- **Event Marketing & Newsletter Collateral:** Created website, email, and printed materials to boost event attendance and customer engagement.
- **Company Signage:** Produced attention-grabbing signage for increased brand visibility and foot traffic.
- **Leafly & Weedmaps Graphics:** Managed online imagery to enhance product representation and store visibility.
- **Photography of Products for Marketing:** Captured high-quality product images to drive interest and sales across marketing channels.

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EXPERIENCE CONTINUED

DIGITAL DESIGNER

AUTHENTIC VACATIONS - SANTA ROSA, CA

MAY 2018 TO JANUARY 2020

- **Marketing Collateral:** Oversaw the creation of marketing materials, ensuring alignment with brand identity.
- **Landing Pages & Website Imagery:** Developed conversion-focused landing pages with dynamic design and strategic content; enhanced by consistent, high-quality imagery across multiple websites for user experience.
- **Email Marketing:** Designed targeted email campaigns for optimal engagement and conversion.
- **PDFs & Tour Brochures:** Tailored custom documents for individual travelers, featuring meticulously designed itineraries for trips to Ireland, Scotland, the UK, Australia, and New Zealand.
- **PowerPoint & Webinar Presentations:** Created presentations targeting B2B travel agents and professional events, showcasing custom vacation itineraries to authentic destinations.
- **Social Media & Promos:** Produced visually appealing content for increased brand visibility & engagement.

SKILLS

- **Graphic Design** (6 years)
- **Marketing** (4 years)
- **Web Design/HTML5/CSS** (5 years)
- **Adobe Creative Suite** (6 years)
- **Microsoft Office** (6 years)
- **Email Marketing** (4 years)
- **Shift/Schedule management** (1 year)
- **Medical Cannabis** (2 years)
- **Performance/Financial Reporting** (1 year)
- **Digital Design** (4 years)

EDUCATION

CANNABIS MEDICINE

University OF Arizona / Tucson / Arizona / 2024 - Currently Enrolled

INTERACTIVE MULTIMEDIA DESIGN & WEB PROJECT MANAGEMENT

Santa Rosa Junior College / Santa Rosa / California / 2015 - 2018

REFERENCES

HANNAH W.

HR Director
Jane Dispensary
2 years
(707) 478-7144
Supervisor

LEIGH ANNE B.

COO
Jane Dispensary
2 years
(707) 204-8938
Supervisor

ANGEL G.

Cannabis Shift Lead
Jane Dispensary
1.5 years
(707) 687-8984
Co-worker