

Cameron Jacoby

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EXPERIENCE

General Assembly

Web Development Immersive (WDI) Student (June 2014 - present)

Stitch Fix, San Francisco, CA

Merchandise Coordinator | Jewelry & Accessories (January 2014 – June 2014)

See inventory through product lifecycle, from writing purchase orders, to managing receipts, to tracking sales metrics; troubleshoot product issues with vendors; work cross-functionally with styling, marketing, and engineering teams to develop new processes and ensure optimal client-product match.

Charlotte Russe, San Francisco, CA

Site Merchandise Coordinator (August 2013 - January 2014)

Developed and executed site merchandising strategy for CharlotteRusse.com; reported on key site metrics and recommended improvements to increase conversion.

CakeStyle, San Francisco, CA

Director of Social Media / Assistant Buyer (August 2012 - August 2013)

Managed all social media outlets; developed and oversaw content marketing strategy; contributed to digital marketing campaigns, SEO optimization, PR pitches, and customer service; led brand collaborations with vendor partners.

Sandbox Industries, Chicago, IL

Surprise Agent (May 2012 - August 2012)

Responsible for fostering creative and collaborative culture at Sandbox Industries by leading events and activities to spark innovation; evaluated potential Sandbox innovation partners and collaborated with partners to better each other's cultures.

Pitaya, St. Louis, MO

Sales Associate (June 2010 - August 2010; July 2011 - April 2012)

Assisted customers on the sales floor, handled transactions on the cash register, created window and store displays, and kept records of trends and best-selling styles.

SKILLS

5+ years: Retail, Customer Service

3+ years: Merchandising

1+ year: Social Media, Content Marketing, Blogging, HTML/CSS

PRESS

Featured on Mashable, OPEN Forum, and Practical eCommerce in an article about how startups are using Vine

EDUCATION

Washington University in St. Louis

Bachelor of Arts, Honors in Economics, December 2011

Magna Cum Laude / Major: Economics / Minor: Psychology

University College London

Study Abroad: Academic Year 2010-2011

Focus: Economics