

EXPERIENCE

Estee Lauder Companies, New York, NY

May 2014

Administrative Assistant, NA Sales & Marketing Estee Lauder & Tom Ford Beauty

- Primary principal assistant for Two Vice Presidents as well as ten other team members managing day to day operations including calendar management, document preparation, travel arrangements and meeting presentation updates for the flagship brand in the flagship country.
- Coordinates with external vendors and cross-functional internal teams to process and submit invoices for NA Marketing team to ensure timely payment for products and services rendered.
- Analyzes and summarizes weekly sales reports comprised of three categories resulting in multimillion dollar monthly sales.
- Prepares analysis and market share summary for monthly company wide distribution updating on company strategic position from industry leading competitive data.
- Produces and distributes weekly email update for country wide distribution for fresh information of merchandising guidelines, launched products and other information across the NA Field Territory Managers and New York Office Employees.
- Effectively organizes and coordinates meetings with Senior Executive Leadership as well as other members of the North America and international teams.
- Confidently takes on additional ad-hoc projects as necessary by team members to support overall goals.
- Collaborates with other administrative assistants to complete immediately necessary tasks for Senior Management teams.

Semcasting, Inc., North Andover, MA

Jan-Apr 2014

Account Executive

- Successfully executed company sales strategies through prospecting, building and cultivating a qualified pipeline.
- Independently created client RFPs as necessary to facilitate insertion orders.
- Successfully marketed digital media strategies including non-behavioral based targeting to increase sales.
- Conducted web-based presentations to potential clients to demonstrate unique corporate value proposition to generate sales.
- Developed and maintained relationships with clients on multiple levels within their organizations.

HomeFree, LLC., Windham, NH

2013

Integrated Marketing Intern

- Utilized communication skills to engage potential customers through a variety of platforms.
- Designed and executed social media programs and in-store demos to support product sales.
- Updated company website with products, descriptions, prices, and promotions.

Globe Manufacturing, LLC, Litchfield, NH

2011-2012

Student Consultancy

- Implemented an improved communications campaign for business to business and business to consumer including email, letter writing and social media.
- Developed communication protocols from primary and secondary research.

Student Athlete Advising Committee, SNHU, Manchester, NH

2010-2013

President

- Promoted communication between the athletic department, administration, community and University.
- Organized events, mandated meetings, created agendas, oversaw projects, and other administration skills necessary for position.

EDUCATION

Southern New Hampshire University, Manchester, NH
MBA with a Concentration in Marketing
BS Business Administration, 3-Year Honors Program

Dec 2013

May 2012

Erica D. Solomon

ACADEMIC HONORS	Magna Cum Laude (3.5 GPA or higher) President's List (3.5 GPA or higher) Presidential Scholarship (3.0 GPA or higher) Dean's List (3.0 GPA or higher) NCAA Commissioners List	
NCAA ATHLETICS	SNHU Women's Volleyball NCAA Division II Team <i>Captain – Coaches Selection</i> Demonstrated leadership, teamwork, communication, commitment, and dedication. Effectively balanced team commitment with academic goals. North-East 10 Conference Player of the Week.	2009–2012
TECHNICAL SKILLS	MS Word, MS PowerPoint, MS Excel, MS Project, MS Access, Oracle, Adobe Illustrator, MailChimp, Salesforce, SAP and most commonly used computer applications.	
OTHER ACTIVITIES	Estee Lauder Companies Breast Cancer Research Foundation Sale, <i>Volunteer</i> SNHU Success Story, <i>Interviewee</i> Maguire's Bay front Restaurant, <i>Manager</i> Hardrock Volleyball, <i>Coach</i> A Catwalk in Their Shoes, <i>Fashion Show Model</i> SNHU Accepted Students Day, <i>Panel Speaker</i>	2014 2013 2012-2013 2012 2011, 2013 2010-2012