

Deanna Carfagno

Personal Fashion Advisor - Lord and Taylor

Spring City, PA - Email me on Indeed: [indeed.com/r/Deanna-Carfagno/2473ae0db9433ac2](https://www.indeed.com/r/Deanna-Carfagno/2473ae0db9433ac2)

WORK EXPERIENCE

Personal Fashion Advisor

Lord and Taylor - March 2014 to Present

Style Customers, advertisements, news and media articles

- Plan and execute in store events, while working with local organizations and companies
- Responsible for building a client base of loyal shoppers who make frequent purchases.
- Listen to the information gained by asking questions that will fill extensive reference files, using these files to recommend new offerings and store events.
- Craft customers with an experience that is easy, inspiring, and productive while using a variety of communication methods.

Event Coordinator/Marketing Manager, Financial Independence Planning

- April 2012 to October 2013

Encouraged and maintained consistent communication and feedback among all organizational partners.

- Responsible for execution of quality and details on a multi-level.
- Directed company's overall marketing and strategic planning programs and communications.
- Communicated product performance observations and offer feedback to stakeholders.
- Planned promotions and prepared sales and stock plans in conjunction with compliance regulations.
- Implemented and facilitated annual/monthly marketing plan for the company.
- Utilized ACT CRM to manage corporate event calendars, client data, and event data history.

Event Coordinator/Marketing Manager

Sunnybrook Ballroom - October 2010 to April 2012

Supported and managed marketing teams with responsibility of client projects.

- Conducted interviews and researched great news release articles and blog feature stories, and maintained interface with departmental personnel to elicit news and promotional items of interest.
- Interfaced with vendors at tradeshowes concerning prices availability and events.
- Partnered with local vendors and sponsors to follow and adhere to a pay structure beneficial to all parties.
- Coordinated purchases, requested price quotes, and negotiated contracts to ensure the largest profit margin.

Senior Account Manager

World Travel - October 2009 to October 2010

Partnered with marketing director to maximize brand growth and sales.

- Managed personal visual travel while adhering to budget and calendars.
- Highly skilled leader experienced in management and motivation.
- Coordinated and participated in internal promotional events to include planning articles editing copy to conform to proper grammar style and manage the printing and blog of the publication.
- Maintained an eye for detail with regard to design composition merchandising and placement, and return on investment.
- Partnered with division managers in planning and implementing sales presentations.

Account Executive

Great Valley Publishing - May 2009 to October 2009

Utilized sales reports to track and analyze business and determine weekly objectives.

- Promoted sales through creative merchandising and styling.
- Brainstormed in meetings with the higher management is design strategies to implement marketing goals.
- Effective working in a team to coordinate and achieve common goals.
- Identified, created, and evaluated strategies to promote our services and products, while increasing sales and keeping costs at a minimum.

Tourism Director

King of Prussia Mall - October 2005 to April 2009

Facilitated client development through marketing and client service programs.

- Procured accommodations and coordinated shipments and disturbed marketing materials for all tours.
- Responsible for responding to customer requests and complaints.
- Maintained an exciting and visually pleasing environment through fixture in for replacement to entice the customer and increase sales activity.

EDUCATION

Temple University - Philadelphia, PA
2005 to 2009

communication

Temple University Rome Italy
2008

Bachelor's

School of Media and Communications