

HELEN E. MASCHMEYER

maschmeyerhelen@gmail.com

610.291.8018

Portfolio: <https://helenmasch.github.io/helens-portfolio2020/>

Github: <https://github.com/helenmasch>

PROJECTS

Dungeon Master Manager

- MERN stack application to assist Dungeon Masters manage the characters involved in game play
- This application highlights tech such as bcryptjs, json, web token, passport, react and socket.io

Quarantine Pets

- A Full Stack application using the MVC design pattern based off the original Tamagotchi
- This application highlights tech such as JavaScript, Node.js, jQuery and mySQL

Mood Food

- An application that is designed to help the user decide on a food option based off their mood. The user can decide between recipes, restaurants or cocktails (if you're over 21).
- This application highlights tech such as AJAX Requests, Materialize & Yelp, Spoonacular & Face ++ API's

EXPERIENCE

Johnny Was, King of Prussia, PA

February 2020 - Present

2nd Key Manager

- Complete all open and close procedures of the store while providing a professional customer experience
- Manage my own extensive client list resulting in top sales and completing all e-commerce sales orders daily
- Create brand content using the *Salesfloor* platform generating top sales through e-commerce as a personal stylist for all clients
- Plan, delegate and follow up on all expected tasks & assignments to ensure expectation objectives are met

Tesla Motors, King of Prussia, PA

October 2018 - August 2019

Tesla Adviser

- Walk clients through the start to finish sales process, understanding financing/leasing and all technology
- Built and maintained a loyal client base resulting in top sales generated in the Northeast region
- Assisted with out of store events, test drives, solar & vehicle consultations providing all product knowledge
- Managed generous Salesforce pipeline while maintaining a fast pace retail sales floor
- Former Customer Experience Specialist I/II (October 2018 - May 2019)

AMResorts, Newtown Square, PA

July 2017 - June 2018

Sales & Marketing Associate, Canada

- Managed and facilitated over 10 million dollars worth of marketing co-op plans year over year while negotiating initiatives throughout each individual partnership agreement
- Prepared back-up such as Return on Investments and Proof of Performances for all quarterly business reviews, conference presentations and business plans
- Assumed the role & responsibilities of a liaison between AMResorts' Canada team & the company's external PR agency, working together to coordinate celebrity & media stays, create & execute all fully-integrated PR campaigns & track results
- Worked efficiently with multiple departments such as Revenue Management, Distribution, Digital, Romance and Creative/Design to execute projects for sales/marketing partnerships and brand awareness in the Canadian market

Paula Hian, King of Prussia, PA

February 2014 - November 2017

Social Media Coordinator & Sales Lead

- Managed all creative content and website copy for all social media platforms (Facebook, Twitter, Instagram, Pinterest and Wordpress) & www.paulahian.com
- Collaborated with graphic designer to execute all design concepts for marketing materials
- Visually merchandised fashion showroom & collection looks for events/fashion shows and assisted photoshoots
- Managed flagship store, trained sales associates and hit target KPI's

EDUCATION

University of Pennsylvania, Philadelphia, PA

Penn LPS Coding Bootcamp, Full-Stack Coding 2019-2020

Cabrini College, Radnor, PA

Bachelor of Arts, Communications 2015