

JESSICA CHILINGERIAN

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PROFESSIONAL SUMMARY

Marketing professional with an entrepreneurial spirit.

Passionate about building brands, cultivating relationships, and finding creative ways to bring products to life.

PROFESSIONAL EXPERIENCE

Levi Strauss & Co., San Francisco, CA

AUG 2019 - AUG 2020

US Wholesale Brand Marketing Coordinator - Denim Portfolio

- Executed marketing campaigns & digital creative development across the LS&Co denim portfolio (Levi's®, Signature by Levi Strauss & Co.™ & DENIZEN® from Levi's®) and various accounts (including but not limited to Target, Walmart, Blain's, Tilly's and DTLR) to drive an elevated and cohesive brand experience in ecommerce and in stores.
- Delivered projects simultaneously of varying complexity, scope, timing & criteria (IE: social media, creative assets, on-floor support, seasonal brand store updates and maintenance, and photo shoots).
- Led Signature & DENIZEN Global/US social media (paid, influencer & organic). Served as primary contact between social agency + internal stakeholders, researched competitive landscape, monitored sales lift, profitability, and customer experience.
- Built strong relationships w/ cross-functional partners through regular meetings & email correspondence (Internal: On-Floor, Global marketing, merchandising, sales and External: account marketing + media partners and creative + social agencies).

Levi Strauss & Co., San Francisco, CA

JUN 2018 - AUG 2018

Marketing Intern- DENIZEN® from Levi's® and Signature by Levi Strauss & Co.™

- Presented Gen Z marketing opportunity to LS&Co. Executive Leadership team. Identifying pain points and purchasing habits of target consumers through surveys, focus groups, and secondary research.
- Recommended a social media launch strategy for global expansion into India (DENIZEN) and Mexico (Signature).
- Executed a company wide event by working with screenprinters, catering team, and photographer all within a \$12K budget.

Crossroads Trading Co., Berkeley, CA

JAN 2018 - DEC 2018

Corporate Marketing & Communications Intern

- Worked directly with Training Lead and Director of Marketing to assist in corporate event management by coordinating event catering, icebreakers and team building activities, researching event venues, requesting proposals and providing budget-matched recommendations.
- Created and delivered weekly customer email blasts utilizing Constant Contact program, initiating a new email marketing tactic that resulted in increased weekly company website traffic.
- Collaborated with UC Berkeley Film Club to produce video content for LinkedIn.

UC Berkeley Creative Lab, Berkeley, CA

SEPT 2016 - JUN 2018

Social Media Assistant- ASUC Student Union and Cal Student Store

- Managed and maintained official Instagram, Twitter, and Facebook accounts for @ASUCStudentUnion & @Cal_Student_Store to an audience of ~7,000.
- Scheduled and coordinated biweekly photoshoots by scouting models, styling outfits, and directing shoots.
- Conducted monthly social media analytics reports to identify opportunities to increase engagement, reach, and follower count.

SKILLS

Microsoft Office Suite • Adobe Creative Suite (Illustrator, Photoshop, Indesign) • basic SQL • copywriting • event planning

INTERESTS



Data



Retail



Real Estate



Fitness



Transportation



Sustainability



Dancing



Social Justice



Grilling



Photography

EDUCATION

University of California, Berkeley

MAY 2019

Bachelor of the Arts, Urban Studies, College of Environmental Design