

# Josephine Huddleston

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## EDUCATION

**Texas A&M University**, College Station, TX

December 2026

*Master of Business Administration*

**The University of the Incarnate Word**, San Antonio, TX

May 2024

*Bachelor of Business Administration, Marketing*

Minor in Corporate Communications

## EXPERIENCE

**Whole Foods Market**, Austin, TX

January 2025 - Present

*Associate Category Program Manager, Digital Asset Management*

- Managed the development, accuracy, and prompt deployment of promotional assets using proprietary tools, ensuring alignment with marketing objectives and business goals.
- Oversaw product photography and sample logistics by coordinating shot lists, managing deliveries, and collaborating with photo studios and project managers.
- Led supplier-facing communication and partnered cross-functionally with merchandising, marketing, and brand teams to support successful category marketing initiatives.
- Executed monthly and evergreen program deliverables while maintaining timelines, quality standards, and responsiveness to internal and external stakeholder needs.
- Provided end-to-end support for digital venue screens across all stores, including quarterly menu display flips, troubleshooting, and feature updates.

**St. Michaels's Catholic Preparatory Academy**, Austin, TX

August 2024 - December 2024

*Pre-K 4 Assistant Teacher*

- Assisted in daily classroom operations, planning and executing engaging educational activities aligned with curriculum goals.
- Supervised after-school preparatory programs, coordinating with the auxiliary team to meet operational needs and maintain a safe learning environment.
- Maintained detailed progress records and communicated regularly with parents, fostering strong relationships and ensuring student development.
- Organized and led activities that promoted creativity, teamwork, and personal growth in students.

**H-E-B Grocery**, San Antonio, TX

August 2023 - July 2024

*Payment Risk Management Specialist*

- Ensured data accuracy and compliance by systematically analyzing and validating transactional information for over 200 locations, identifying fraudulent activities and mitigating financial risks.
- Developed actionable insights through detailed weekly and monthly reporting, providing leadership with financial trends and improvement opportunities.
- Implemented efficient fraud prevention strategies by collaborating with cross-functional teams, improving operational processes to reduce losses.
- Streamlined workflows using Salesforce and Slack for real-time tracking, enhancing issue resolution and team communication across departments.

**H-E-B Grocery**, San Antonio, TX

*Studio Traffic Coordinator*

November 2022 - August 2023

- Managed merchandising workflows, including SKU setup, product documentation, and promotional calendars, ensuring accuracy and timely execution.
- Optimized asset delivery processes by coordinating with merchandising, advertising, and photography teams to align digital content with campaign timelines and brand standards.
- Enhanced data management systems using advanced Excel tools, reducing errors and increasing efficiency in asset tracking and reporting.
- Supported marketing initiatives by reviewing promotional materials for consistency and ensuring alignment with overall product strategies.

**H-E-B Grocery**, Houston, TX

*Lead Cashier*

August 2019 - November 2022

- Supervised and trained team members, fostering a high-performing team environment and ensuring adherence to company service standards.
- Evaluated inventory and pricing for promotional efforts, contributing to enhanced customer satisfaction and revenue growth.
- Analyzed sales trends and customer behaviors, providing actionable feedback to optimize product placement and in-store marketing.
- Streamlined operations during peak sales periods, managing resources and coordinating schedules to ensure smooth workflows.

## **LEADERSHIP & COMMUNITY INVOLVEMENT**

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**St. Elias Antiochian Orthodox Church**, Austin, TX

January 2025 - Present

*Vice Chair of Media and Communications*

- Partnered with committee leaders to spearhead strategic planning, amplify fundraising efforts, and deepen community engagement.
- Directed cross-functional campaign messaging and coordination, ensuring cohesive alignment across fundraising, design, finance, and communications teams.
- Provided high-level support to leadership by executing priority initiatives, managing critical documentation, and promoting efficient team collaboration.
- Cultivated strong relationships with parish members to inspire involvement and strengthen commitment to the campaign's mission.

**Collegiate Entrepreneurs' Organization**, San Antonio, TX

January 2022 - May 2024

*President and Social Media Director*

- Designed and executed comprehensive marketing strategies, increasing social media engagement by 35% and membership by 20%.
- Coordinated high-impact workshops and networking events, partnering with industry leaders to provide valuable insights and opportunities for members.
- Streamlined organizational initiatives, ensuring projects were delivered on time and met strategic goals.
- Fostered collaboration among members, encouraging innovative ideas and entrepreneurial growth.

*Vice President*

- Promoted sustainability initiatives through research, events, and campaigns that encouraged eco-friendly practices.
- Advocated for change by presenting sustainable retail strategies to campus leadership, leading to measurable improvements.
- Organized events to educate peers on sustainability, contributing to a culture of environmental awareness on campus.

## **SKILLS**

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**Technical /Computer Skills:** Advanced Microsoft Excel, Advanced Digital Asset Management, Advanced Project Management Tools, Intermediate Salesforce, Intermediate Slack, Advanced Social Media Marketing & Strategy, Advanced Photography & Content Coordination, Advanced Data Management, Intermediate Adobe Creative Suite, Intermediate CRM Tools, Basic SQL, Basic HTML/CSS

**Languages:** Fluent English, Advanced German, Intermediate Spanish

**Certifications:** Google Ads Certified, Ethics & Integrity in Ministry, Responsive Classroom