

Josephine Huddleston

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EDUCATION

Texas A&M University, College Station, TX
Master of Business Administration

December 2026

The University of the Incarnate Word, San Antonio, TX
Bachelor of Business Administration, Marketing
Minor in Corporate Communications

May 2024

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

November 2022 - August 2023

Studio Traffic Coordinator

- 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

August 2019 - November 2022

Lead Cashier

- 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

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

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*