

LOLA APPLGATE

MARKETING DIRECTOR

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EDUCATION

**Bachelor of Business
Administration: Management**
Berkeley College School of Business
New York, NY | December 2019

CERTIFICATIONS

Notary Public
State of Washington

SKILLS

- Adobe Creative Cloud (Acrobat DC, InDesign, Photoshop)
- Microsoft 365 (Outlook, Word, Excel, PowerPoint, OneDrive)
- Google Applications (Ads, Analytics, Docs, Sheets, Slides, Forms)
- CRM Systems
- Social Media Management (Facebook, Instagram, Pinterest, Twitter, LinkedIn, TikTok)
- Email Marketing (Constant Contact)
- Graphic Design
- Website Building & Management (WordPress, Wix, SquareSpace)
- Writing & Content Creation
- Event Production & Management
- MLS Systems
- Miscellaneous Software Applications (DocuSign, Canva, Later, DropBox, WeTransfer)

Detail-oriented and energetic marketing professional with a Bachelor of Business Administration in Management and 8 years of experience in sales, marketing, and customer service. I aim to leverage academic experience with proven knowledge of digital & print marketing, vendor & client communications, project planning, and administration to help your company achieve its goals. Frequently praised by peers for my organizational skills and adaptability, I've proven to be an asset across a variety of industries.

EXPERIENCE

MARKETING DIRECTOR

EMERALD PACIFIC YACHTS | SEATTLE, WA | SEP 2020 - CURRENT

- Construct & implement multi-channel marketing strategy, utilizing quarterly analytic reports to optimize structure & exceed company goals for exposure & growth
- Produce & manage content for digital & print advertising, with a focus on integrating adaptable branding standards across multiple platforms
- Manage administrative tasks (creating systems for maximum efficiency & seamless workflow, tracking inventory, maintaining schedules, managing contracts, maintaining office inventory, coordinating travel, overseeing & integrating multiple calendars)
- Organize & execute in-house events, oversee participation in external events

MARKETING & CONTENT ASSISTANT

EUROVET AMERICAS | NEW YORK, NY | JAN 2019 - DEC 2019

- Coordinated & produced content for digital channels & print publications
- Planned & executed biannual industry trade shows (CURVE NY & Interfilere NY)
- Maintained all social media platforms (Instagram, Facebook, LinkedIn & Blog)
- Maintained communication with vendors & clients
- Spearheaded collection of curated event spaces (trend-specific showcase booths)

SALES ASSOCIATE & STYLIST

URBAN OUTFITTERS, SCOTCH & SODA, AMERICAN APPAREL | NEW YORK, NY | SEPT 2016 - DEC 2018

- Generated sales through customer service & individualized styling
- Maintained inventory & sales floor aesthetic, assisted with visual merchandising
- Executed store opening & closing procedures

OFFICE MANAGER

SOILFREEZE, INC. | SEATTLE, WA | APR 2015 - MAY 2016

- Managed client communication at reception
- Managed employee expense reports & credit card reconciliation with QuickBooks
- Optimized organizational structures, leading to more efficient access of information
- Trained employees for use of social media platforms, up-to-date communication technology & software applications