

COMMUNICATIONS DIRECTOR

Highlights

- Microsoft Office 365 (Word, Excel, PowerPoint, Outlook)
- Adobe CC (Photoshop, InDesign, Illustrator)
- Adobe DreamWeaver CC
- Adobe Acrobat Pro
- WordPress
- TextWrangler
- XML/Sitemaps
- File Transfer Protocol (FTP)
- Admin Content Publishing Module
- PID 2 Audit Database
- Contest Database
- User Acceptance Testing
- BlueCherry (ERP) Integration
- Ecometry eCommerce
- Oracle Endeca Information Discovery
- Hitwise Online Consumer Intelligence
- IBM Customer Analytics/Coremetrics
- Google Analytics

Experience

01/2014 to 04/2016

COMMUNICATIONS DIRECTOR Coptic Orphans 1/4 Merrifield , VA

- Managed internal and external communications, talent agreements and releases, schedules and meetings, travel and day-to-day operations needed to keep company focused, organized and achieve overall business objectives.
- Created visual treatments (Commercials, Music Videos, Documentaries, and Reality TV) for Directors and Executive Producers communicating their concepts to help sell their ideas and execute their approach.
- Acted as production and talent coordinator on live action shoots supporting Producers to help ensure everything runs smoothly during filming, the project stays within budget and on schedule.
- Redesigned website and published online content to enhance brand quality, grow online presence, create better structure and seamless interaction for a more user-friendly experience.

03/2011 to 12/2013

MERCHANDISE MANAGER Petco 1/4 Grass Valley , CA

- Analyzed demographics and identified market trends by attending trade-shows and patterning competition to better understand customer's needs and determine how to best stock, display, price and sell products.
- Established and maintained positive vendor relations purchasing items based on price, quality, availability and reliability while negotiating lowest price to achieve high IMU and provide achievable lead times.
- Forecasted sales, margin and receipts for monthly open to buy, reviewing stock and responding to changing sales trends by planning promotions and markdown strategies to drive sales and meet turnover objectives.
- Designed store layout, windows, special promotions and in-store displays to optimize sales space and promote products that engage customers, boost branding initiatives and maximize sales activity.

04/2009 to 12/2010

WEB MERCHANDISER Market America Inc 1/4 Monterey , CA

- Developed and executed online marketing plans and maintained multimedia calendars to ensure merchandising and promotional efforts achieved sales goals, were inline with brand attributes and other advertising initiatives Developed and executed merchandising plans to achieve maximum category, brand and product exposure by implementing site redesign strategies; increasing real estate (75%), frequency in updates (80%), debut visibility (50%) and promotions offered (79%) resulting in an increase in total clicks and sales (83%) Analyzed customer behavior and sales data presenting opportunities for more targeted, effective marketing by restructuring site navigation, search results, and new site features to help customers find what they are looking for, improve usability and reduce negative feedback Composed planograms for each merchandising campaign, identifying assets needed and its timeframe while working with Creative on photo shoots to deliver merchandising and marketing concepts accurately and on time Managed all merchandising and promotional content in the publishing and admin module, deploying to production and refreshing content daily while ensuring pricing and product presentation follow proper guidelines.

02/2008 to 04/2009

WEB DESIGNER Campus Compact 1/4 Arlington Heights , IL

- Designed and maintained all visual components for web, emails, affiliates, mobile, social media and other online marketing outlets including SEO link building needed to meet merchandising and promotional objectives
- Created and kept up-to-date web calendars to ensure projects were delivered to production on time, testing and ensuring content for

accuracy while helping to resolve integration issues for a successful launch

- Researched and developed web projects that accurately reflect the brand presenting multiple solutions for each redesign phase creating analyses and wire frames to support
- Worked with vendors to help optimize marketing initiatives by collecting creative materials to integrate cross channels and adding links to their site to increase visibility, brand and product demand

10/2002 to 02/2008

MERCHANDISE PLANNER 99 Cents Only ¼ Foothill Ranch , CA

- Helped successfully launch CCS Girl's division exceeding sale plans (70%) and increasing sales volume (95% final fill) by accurately reforecasting, purchasing and proactive follow up.
- Built and reported financial sales, gross margin and inventory plans for Printable Apparel, Accessories, Snow Accessories and Soft Good categories (30% overall volume) to maximize ROI and increase profitability.
- Analyzed and forecasted merchandise buys based on sales, current market trends, historical data, on-hand inventories, planned promotions and markdown strategies while identifying risks and opportunities.
- Controlled inventories by tracking, maintaining and adjusting orders through vendor correspondence to ensure accurate and on-time deliveries while optimizing in-stock levels and minimizing back orders.

Education

Bachelor of Science : Advertising Communications Event Planning University of Florida ¼ City , State Advertising Communications Event Planning

Diploma : International Marketing International Marketing

Skills

Adobe Acrobat, Adobe, Adobe DreamWeaver, photo, Photoshop, advertising, approach, branding, budget, com, content, Database, eCommerce, ERP, XML, features, financial, FTP, File Transfer Protocol, Google Analytics, IBM, Illustrator, InDesign, inventory, layout, market trends, marketing, materials, meetings, merchandising, Excel, Microsoft Office, Outlook, PowerPoint, windows, Word, multimedia, negotiating, navigation, online marketing, online marketing, Oracle, presenting, pricing, purchasing, quality, real estate, Reality, sales, TV, trade-shows, vendor relations, website