**ALYSSA BARRY**

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# Objective

To become part of an organization where my marketing skills will be an asset and also allow me to grow personally and professionally.

# Work Experience

**SAMPLE COORDINATOR** ∙ Stark Carpet, New York, NY ∙ March 2022 – Present

* Utilizing my marketing background, I am the liaison between the marketing, product development and sample distribution teams.
* Design printed marketing materials using Adobe InDesign.
* Proofread and edit a variety of materials including brochures, manuals, briefs, and sampling materials.
* Communicate with printers to ensure that all projects are completed properly.
* Responsible for ensuring that all samples are ordered correctly, received, labeled, and shipped out to the showrooms in a timely manner.
* Coordinate 25 people to create a new product manual for the yearly launch event in Las Vegas.
* Analyze sales histories using Tableau to determine backorder samples to be made.

**INFORMATION MANAGEMENT, NEW PRODUCT PURCHASING** ∙ Stark Carpet, New York, NY ∙ August 2017 – March 2022

* Accountable for data management and technical spec accuracy.
* In charge of naming and purchasing new carpets as well as creating blanket layouts using Adobe InDesign.
* Managed a team of data entry specialists both domestically and internationally.
* Analyzed sales histories to determine what new carpet designs to purchase or what current styles to discontinue.
* Assisted in running weekly sales meetings as well as national and international sales meetings by creating brochures using Adobe InDesign.
* Communicated with domestic and international mills to ensure open orders are on track and facilitate with sample gathering for future orders.

**MARKETING COORDINATOR** ∙ Carlisle Etcetera, New York, NY ∙ July 2015 – August 2017

* Responsible for coordinating 100 people to ensure that two seasonal lookbooks are printed correctly and on time using Adobe InDesign.
* Liaison between the production and design team and the marketing team.
* Monitored seasonal photo-shoots of the collection and worked to ensure that the images reflect the vision of the designers.
* As content manager, I organized the information for each garment and each look to create databases that are used to populate the two brand websites.
* Proofed and edited the websites once they were live by using an Expression Engine admin site.
* Sourced vendors for different printing projects.

**SALES REPRESENTATIVE** ∙ Top Notch Events, Piscataway, NJ ∙ January 2014 - February 2015

* Ran in-store promotional events for different consumer products at Sam’s Clubs and Costco’s throughout New Jersey.
* Managed inventory control, customer relations, buyer psychology, interviewing, training, teamwork, and sales.
* Utilizing various marketing skills and systems, I met or exceeded the daily sales goal with $500-$2500 in sales each day.
* Invited to and attended the Top Leaders Conference for Smart Circle Road Shows division in Dallas, TX.
* As a mentor and team leader, I trained new employees across the country on campaigns and marketing systems.

# Education

The College of New Jersey, Ewing, NJ ∙ May 2014

Bachelor of Science in Business Administration with a specialization in Marketing ∙ Management Minor

# Skills

Computer Software

* Microsoft Office: Word, Excel, PowerPoint, Outlook, SharePoint, Teams
* Adobe Creative Suite: InDesign, Photoshop