

Rochelle Jackson

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Education

Bachelor of Arts | Columbia University | (May 2017)

- ▶ **Sample Coursework:** Introduction to Information Science, Introduction to Computer Science and Java, Advanced Software Engineering (Web Development), Introduction to Databases, Linear Algebra

Associate's in Arts & Certification in Accounting Technology Operations | Broward College | (December 2013)

- ▶ **Sample Coursework:** Micro and Macro Economics, Principles in Accounting I & II, Introduction to Computer Programming in Python, Introduction to Statistics, Ethics

Experience

Ecommerce Associate | Chantelle Lingerie Inc | July 2017- Current

Duties: Site Administration & Merchandising: Update web animations, coordinate product descriptions, launch products, manage reviews, monitor landing pages, site content and 404s, merchandise category pages, assist with buys & implement markdowns. **UX and Site Improvements:** Pilot A/B testing roadmap, create landing pages, update store locators, benchmark competitors, monitor and provide feedback on the overall Chantelle brand experience on other websites and partake in the creative and brainstorming of user experience design. **Marketing:** assist with creating copy for all marketing channels and reward program, decide landing pages for Ads, gather data about search terms, types of traffics, and ads performance. **Business Reporting:** track daily KPIs, create and deliver weekly, monthly and quarterly performance and monitor amazon loss buy box.

Business Development Intern | FindMine | January 2017- November 2017

Duties: Research prospective clients, pull reports for customer success measurement, monitor product health, manage accounts, QA customer sites, and assist with merchandising and marketing.

Lead Cashier| Gap Inc | May 2015 – September 2016

Duties: Provide customer service, calculate and finalize daily numbers, train new hires, and merchandise sections.

Cashier, Assistant Manager| Forever 21 | May 2013- August 2014

Duties: Monitor and report hourly and daily sales, hire and train new employees, merchandise, provide customer service and educate customers on new products.

Skills

- ▶ **Strategic-** Planning, administration, facilitation, creativity, problem analysis, decision making
- ▶ **Business-** Work-flow structuring, monitoring, product knowledge, multi-tasking, analytical, quantitative, organizational, detail-oriented, time management
- ▶ **Creativity and Innovation-** Creativity, Business savvy, originality, intuition
- ▶ **Leadership and Personal-** Motivating others, development of employees, communication, objectivity, integrity, dependability, initiative, flexibility, sensitivity, impact, tenacity, autonomy, collaboration
- ▶ **Technical Proficiency:** Word, Powerpoint, Excel, Html, Java, CSS, Google Analytics (Certified), Jira, Magento, Trello, Git, Actito

Achievements

- ▶ Special Award Certification in Information Technology, 1st runner up in Ethics Essay Competition (Broward College), Dean's List (Columbia University and Broward College)

Clubs/Organizations

- ▶ Gamma Phi Beta Sorority, Caribbean Students' Association (Membership Chairperson), Phi Theta Kappa Honors Society, Girls Who Code Teachers Alum