

VICTORIA FIRST

CONTACT INFO

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EDUCATION

University of California, Irvine

Class of 2017

B.A. International Studies

PROFESSIONAL STATEMENT

Highly adaptable and passionate individual with a strong background in customer service and automotive marketing, eager to transition back into the dynamic world of tech. My recent marketing experience enriched my skill-set, but it reinforced my true passion for tech. I am seeking opportunities at a forward-thinking company that will allow me to grow professionally and personally, and allow me to leverage my combined expertise in technology, marketing, and customer service to drive innovative solutions and make a meaningful impact.

EXPERIENCE

Retail Marketing & Performance Specialist || Mitsubishi Motors North America (Franklin, TN) || Sept 2023 – Present

- Launch and manage monthly email and direct mail marketing campaigns.
- Providing weekly and monthly campaign reports to executive management.

Marketing Coordinator || Rusnak Auto Group (Arcadia, CA) || April 2022 - March 2023

- Mastered OEM brand identity and co-op guidelines and eliminated quarter-long co-op submission backlog for dealerships within first 3 months of employment.
- Managed and balanced marketing budgets for 17 dealerships on a monthly basis to monitor expenditures, control costs, and increase ROI.
- Collaborated with CFO to create billing solutions that benefit both AP department and marketing budgets team.
- Coded invoices for AP team to ensure that advertising spend reflects accurately in BI tool, and analyzed data from BI tool to make informed recommendations to all dealerships.
- Handled CCPA requests and scrubbed leads from the CRM.
- Analyzed and reported on KPIs to validate and demonstrate success of marketing campaigns.
- Managed relationships with external vendors and contractors to acquire mutually benefiting contracts and successful project delivery.
- Developed and executed marketing plans for event activations for all 17 dealerships.
- Project manager for the websites and incentives team, as well as for the digital marketing team.

Interim Websites and Digital Marketing Manager || Rusnak Auto Group || October 2022 - January 2023

- Submitted sitemaps for new dealership add point website to Google Search Console to prevent/resolve indexing errors in Google Search.
- Collaborated with website provider to ensure that the domain change for an existing dealership would not affect SEO performance and ensured that a 301 redirect was set up.
- Launched new email marketing cadence to promote used car sales and cross-shopping opportunities for all 17 dealerships within dealer group, which achieved goals for increased website traffic.
- Successfully facilitated the execution of model-specific paid search campaigns through a digital advertising agency to increase individual store sales.
- Piloted and launched Facebook Instant Experience campaigns and Google Performance Max campaigns across the dealer group through a digital advertising agency.
- Troubleshoot website and online inventory discrepancies using backend tools such as CDK and vAuto.
- Provided monthly reporting to all dealerships and made recommendations based on those reports.

Technical Specialist || Apple, Inc (Rancho Cucamonga, CA) || August 2021 - April 2022

- Ranked 8th best technician in both average number of sessions taken per hour, and total sessions taken overall.
- Balanced priorities to achieve individual and team productivity metrics and goals.
- Mentored new technicians while also providing valuable insight to tenured technicians to maintain culture of whole team growth and development.
- Developed internal best practices, resources and training materials to support and ensure Genius Bar team can successfully resolve customer issues.
- Lauded for always meticulously documenting case information accurately and objectively for future technicians to reference in order to continue to provide complete solutions for new and repeating customers.

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Operations Specialist || Apple, Inc (Pasadena, CA) || November 2020 - July 2021

- Improved team average for Apple Order Pick-Up confirmation times and runner times by revising team strategy, and subsequently boosting store ranking in entire regional market.
- Acted as a visuals merchandising liaison to maintain brand standards, while ensuring demo units are reflected accurately in backend servers.
- Collaborated with Training Lead to create most optimal strategy for On Point and Runners which resulted in decreased runner times and improved customer satisfaction survey responses.
- Communicated effectively with leadership to ensure all team members had coverage during their breaks.
- Used SAP to research issues with shipment or online order pickups and troubleshoot any inventory discrepancies.

Interim Technology and Merchandising Pro || Apple, Inc (Pasadena, CA) || August 2020 - November 2020

- Re-merchandised entire store floor three times for each store re-opening during first year of the COVID-19 pandemic.
- Imaged devices and set up/tore down store for At-Home Advisor/Retail Customer Care call center model.
- Imaged demo devices for all areas of the store and ensured all devices on floor are in the appropriate positions according to back-end servers in compliance with loss prevention guidelines.
- Facilitated several visuals resets, including the October 2020 iPhone and iPad merchandising reset, with limited staffing due to pandemic.
- Partnered with operations lead to prepare devices for 12 Pro Max product launch to ensure devices reflected accurately in our back-end server containing all serialized in-store devices.

Sales Specialist/Visuals Merchandiser || Apple, Inc (Pasadena, CA) || November 2018 - August 2020

- Provided exceptional customer service with professionalism, while consistently achieving top 10% ranking in customer satisfaction result.
- Worked closely with management team to assess what areas in the store needed extra support, and then stepped in to be that support.
- Led shifts for open and close procedures by making sure that all devices on the floor are in good working order.
- Facilitated transition to Express Storefront Model while staging the store for first ever Black Unity Month merchandising reset.
- Extensively and efficiently trained new visuals merchandising team members to maintain good visuals standards habits during overnights.

Volunteer Certified Mediator || Orange County Human Relations (Orange, CA) || April 2017 - August 2018

- Mediated Small Claims, Civil Harassment, and Unlawful Detainer cases at Orange County Superior Courts, providing a safe place using non-adversarial mediation for parties to communicate individual needs and concerns effectively, to consider issues from different perspectives, to explore options for resolving difficult issues, and ultimately to find mutually agreeable solutions.
- Fastidiously completed and filed intake forms, stipulations, and other relevant casework after each mediation is completed.

Front End Web Developer || The Portal (Irvine, CA) || June 2015 - September 2015

- Worked with a team of 5 developers to create websites and web applications for startups and small businesses in Orange County.
- Created responsive front-end desktop and mobile-friendly HTML templates using HTML, CSS and JavaScript for Drupal CMS.
- Built web-pages with HTML, CSS, and JavaScript using client wire-frames.
- Managed design assets for client projects using Adobe Illustrator.

SKILLS

Ability to Work Under Pressure
Ability to Work in a Team
Active Learning
Adaptability
Competitive Analysis

Computer Skills(PC and Mac)
Customer Service
Customer Support
Detail Oriented
Digital Marketing

Fast Learner
Honesty/Accountability
Interpersonal Skills
MS Office
Problem Solving