

JESSICA HOLLAND

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Summary

Professional with expertise in office management, social media marketing, and customer service. Experience in digital marketing, graphic design, copywriting, event planning, and marketing campaign development, with an educational background in design and creativity.

Highlights

- Direct Marketing Campaigns
- Excellent writer and editor
- In-store and Online Sales for 3+ Years
- Customer Service Oriented
- Deadline Driven
- Freelance Graphic Design Experience
- Visual Merchandising
- Strong Organization Skills
- Fashion Illustrating
- Microsoft Office Suite
- Adobe Photoshop and InDesign
- Windows and Mac OS

Experience

Social Media Manager and In-store Sales September 2013 - Present
Lending Luxury - Tampa, FL

Presently working as the social media manager as well as a salesperson in the boutique. Social media duties include promoting the boutique via Facebook, Instagram, Twitter, Pinterest, YouTube, and regularly scheduled blog posts. I curate the bi-weekly online 'Look Book' as well as any banners and collections featured on the website. I also assist in event planning and promotion. In-store duties include training and management of new hires and interns, customer service via phone and in-person, personal shopping, merchandising and displays throughout the boutique, management of new stock on the floor as well as on the website.

Freelance Graphic Design & Social Media Marketing January 2016 - Present

Created digital images such as website landing pages, banners, Facebook and Instagram ads and event pages. produced printed materials for marketing, mailing, and in-store use.

Team Lead of Operations October 2011 - September 2013
Asset Preservation Coordinator October 2009 - October 2011

Mortgage Contracting Services - Tampa, FL

Worked within a nation-wide property preservation company. Consistently met goals and set standards. Duties included client contact, vendor contact, her hire training, and implementing continuously changing government guidelines. Promoted to Team lead and managed up to 15 coordinators within the department.

Education

Bachelor of Science, Apparel Designer & Technology - 2009
Florida State University - Tallahassee, FL

Technical Certification, Graphic Design - 2017
Polk State College - Lakeland, FL