



Free Resume Candidate Reference SHAN090420-GA

Resume Title: Candidate for Event Marketing (retail)

### **OBJECTIVE**

To obtain a challenging position that will enable me to utilize my communication, organizational, planning and analytical skills.

### **EDUCATION**

Howard University: Washington DC

BA, Journalism (Cum Laude) May 2000

Major: Public Relations Minor: Electronic Studio Art

### **PROFESSIONAL SKILLS**

MS Word, MS Excel, MS Windows, MS Office XP, MS Power Point, Internet Applications, Cocur/Markview System, Computer Training Presentations, Writing, Event Planning and Customer Service.

### **WORK EXPERIENCE**

**Nordstrom, Inc. (Event Marketing Coordinator)**

**07/08 – 01/09**

- Partners with Event Marketing Manager on planning and implementation of event marketing strategy for a regional/store level

**[www.Careers-Not-Jobs.com](http://www.Careers-Not-Jobs.com)**

- Plan and execute events and in-store promotions
- Works to build sound relationships with stores through branching
- Manages and execute event calendar for designated stores
- Proactively seeks input from all business partners-Store Managers, Buyers, Regional Merchandisers, Department Managers and event team members. Formulates feedback channels and mechanisms for future learning/lessons learned
- Works in partnership with Store Managers on continuing education to store teams to enable them to execute turn-key events/promotions; vendor trunk shows, focus days, etc.
- Responsible for budget/expense management of designated events that includes recapping and results measurement to determine future strategy and recommendations

**Turner Broadcasting System, Inc (Turner Temp)**

**05/07-05/08**

- Media Management Group- Perform data entry for Game Tap, customer service, inventory management through Orion system, create barcodes/name badges for clients
- Cartoon Network/Trade Creative Services- Created Cartoon Network client list, delivered holiday packages to clients, updated and filed expense reports

**Nordstrom-Perimeter Mall (Sales Representative/Customer Service)**

**12/06/02/08**

- Conducted sales and provide fashion advice for Men's Sportswear department
- Maintained personal book database of current clients
- Distributed thank you cards and conducted follow-up calls to clients

**Philadelphia Newspapers, Inc. (Marketing Coordinator)**

**07/00-05/06**

- Trained and supported 150 advertising sales reps on our Total Market Coverage program
- Track project status/timeline for the re-branding project of our TMC direct mail program
- Coordinate logistics for training sessions and events within the advertising division
- Developed marketing materials and proposals for advertising staff

**References and Organization Affiliations available upon request**

[Find More Free Resumes](#)

[www.Careers-Not-Jobs.com](http://www.Careers-Not-Jobs.com)