

Jasmine Daniel

Digital Marketing Consultant

📍 Henderson, Nevada, United States

📞 +17342192442

✉️ jasdaniel16@gmail.com

WORK EXPERIENCE

October 2021-Current

Digital Marketing Consultant

🏢 Shift Digital-Toyota

📍 United States

- Build creative assets in Photoshop and Illustrator for placement on dealer websites
- Draw key insights from analytics to advise clients on opportunities within the Dealer Digital Program
- Submit online leads and track dealer response via email and phone
- Report and provide data to OEM and independent dealerships
- Work within Excel and e-Mystery Shop digital tool to organize dealership assets as well as assess and grade dealer responses
- Support overall OEM digital goals and expectations, and help to protect brand image
- Provide feedback on program improvements
- Complete audits for dealer website to ensure company standards

January 2019-Current

Brand Ambassador/Promotional model

🏢 Talenntree

📍 North Las Vegas, Nevada, United States

- Responsible for engaging consumers at both on and off-premise events
- Engage with consumers and increase brand awareness by distributing beverage sample/promotional items to guest and providing product knowledge
- Set up and break down of product displays, maintain neatness of event area.
- Sending recap at the end of event in a timely matter

February 2020-October 2021

Customer Service Representative

🏢 Shift Digital-Subaru

📍 United States

- Build relationships with clients and dealers remotely via phone
- Phone and email customer support communication
- Capture lead information
- Execute client's vision process
- Manage a multitude of tasks in a timely fashion

September 2019-September 2021

Freelance Merchandise Coordinator

🏢 Winston Retail

📍 United States

fixtures, tables displays, arranged shelves, bins and racks at multi-store locations by following established planograms

- Prepared interesting and innovative visual displays to grab customer interest and promote sales.
- Educated employees on new merchandise during workshop
- Merchandised multiple brands such as Adidas, Calvin Klein, Art naturals YETI, Moose Knuckles, Columbia, Ralph Lauren, Under Armour, Levi's, etc.

February 2019-March 2020

Visual Merchandising Manager

🏢 Love Culture

📍 Clinton Township, Michigan, United States

- Developed visual merchandising strategy/floorplans for multiple physical store footprints.
- Created appealing and eye-catching visual displays that lead the customer through the entire store.
- Promotional setups
- Executed in-store marketing updates

February 2016-2019

Visual Merchandiser

🏢 Macys

📍 Troy, Michigan, United States

Responsibilities

- Responsible for changing floor sets, signage, and displays.
- Create vinyl and graphic displays,
- Update mannequins and dress forms in RTW department.

September 2014-February 2016

Personal Stylist

🏢 Nordstrom

📍 Clinton Township, Michigan, United States

Provided clients with full wardrobe makeover including apparel, accessories, shoes, and makeup

- Used expertise in current fashion trends to communicate fashion awareness and advice to sales team and customers.
- Developed an extensive clientele by creating a personalized shopping experiences

May 2013-June 2014

Sales Specialist

🏢 Bloomingdales

📍 Los Angeles, California, United States

Building clientele with customers by styling and providing product knowledge

- Maintaining department area by replenishing and straightening merchandise daily
- Consistently meeting and exceeding sales, presale, and new accounts goals

February 2013-September 2013

Fashion Marketing Intern

🏢 Emblem Showroom

📍 Los Angeles, California, United States

- Merchandised showroom floor and assisted with set up of sample sales and events in showroom
- Created looks and photographed merchandise for social media sites
- Assisted with styling showroom brands for promotional photo shoots and branding
- Researched looks and trends for upcoming shoots
- Developed and maintained relationships with PR and designer showrooms
- Coordinated pick-up and returns of samples to showrooms - local, domestic, and international
- Managed samples (checking in and out from stylist/media pulls)
- Create and edit media kits

August 2008-December 2011

Office Assistant

🏢 Holman Success center

📍 Ypsilanti, Michigan, United States

- Office duties including typing, filing, faxing, data entry, and answering incoming phone calls.
- Scheduling students appointments with academic advisors
- set up tutoring appointments

January 2011-August 2011

Fashion Marketing/social media Intern

🏢 Erollins Fashion Marketing Group

📍 Southfield, Michigan, United States

- Assisting at photo shoots, events and fashion show presentations
- Blogging and Online/social media marketing via Facebook, Twitter, LinkedIn, and Instagram
- Assisted Fashion Director in story boards, garment selection, and photo shoots for upcoming issues.
- Creating and editing press kit and other company documents
- Responsible for coordinating the borrowing/purchasing of garments and props.
- Manage brand E-commerce and social media
- Conceptualizing with photographers, hair stylists, and makeup artists on theme and direction
- Responsible for coordinating looks and dressing models during shoots
- Contacting and setting up meetings with clients, vendors and businesses

EDUCATION

-2011

Bachelors of Arts in Apparel and Textile Merchandising

- 🏠 Eastern Michigan University
- 📍 Ypsilanti, Michigan, United States

Bachelors of Arts in Apparel and Textile Merchandising/Marketing-Communications

Eastern Michigan University - Ypsilanti, MI

December 2011

- Apparel and Textile Merchandising

SKILLS

Lead Generation NEW Accounts OEM Retail Sales Specialist Sales Team Time Management
Product Awareness Brand Awareness Copywriting Marketing Visual Merchandising Digital Marketing
Google Analytics Search Engine Marketing SEM Search Engine Optimization SEO
Social Media Marketing Retail Marketing Digital Campaign Advertising Marketing Communications
Content Creation Public Relations PR Merchandising Product Demos Branding Staffing
Customer Service Customer Service Representative Customer Support Adobe Illustrator Illustrator
Indesign Adobe Indesign Photoshop Adobe Photoshop Illustration Wordpress Faxing
Office Assistant Organizational Skills Receptionist Data Entry Filing Typing 55 WPM
Customer Service Oriented Greeting Shopify Salesforce Networking Audit Audits Retail Sales
Cashier Presentation Skills Scheduling Buying/Procurement Purchasing Seating Excel
Microsoft Excel Microsoft Office Microsoft Outlook Microsoft Powerpoint Microsoft Word

CERTIFICATIONS

TIPS Certified

November 2019 to January 2025

Google Adwords

October 2021 to Present

TIPS Certified

LANGUAGES

English - Intermediate

WORK AUTHORIZATION

I am authorized to work in the following countries:

- United States