



ELISE SMITH

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SOCIAL MEDIA

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PROFILE

Experienced professional with an extensive background in Retail, Creative Marketing, Event Management, and Leadership roles. Seeking a leadership position where I can apply my skill set to influence a guest-centric culture and challenge myself for professional growth.

EXPERIENCE

VISUAL MERCHANDISING LEAD

TARGET - T2469 | SEPTEMBER 2019 - PRESENT

- Provide a shopping experience that anticipates guest needs
- Coach Style Consultants on visual standards and business routines
- Analyze and understand store sales goals and guest shopping patterns

STYLE TEAM LEAD

TARGET - T2469 | JULY 2019 - SEPTEMBER 2019

- Accessed and understood sales goals, trends, and promotions
- Influenced business routines, selling techniques, and visual standards
- Led backroom processes, organization, and replenishment

SOCIAL MEDIA & BRAND MANAGER

HISTORIC SEVEN SYCAMORES | FEB 2019 - PRESENT

- Curate visual and written content that drives engagement
- Develop content for the venue Blog, website, and all social mediums
- Review and study social media analytics to improve strategy
- Design marketing materials including a 15-page magazine

EVENTS MANAGER

HISTORIC SEVEN SYCAMORES | AUG 2016 - FEB 2019

- Managed all contracts, venue bookings, and event days
- Met venue sales and revenue goals
- Developed organizational processes and systems
- Developed content for the venue Blog and Facebook

PEER ACADEMIC ADVISOR FOR PUBLIC RELATIONS

BIOLA UNIVERSITY | AUG 2015 - JULY 2016

- Served as the secondary advisor to over 80 public relations students
- Advised students on academic requirements for various majors
- Counseled students on academic goals and exploring career options

EDUCATION

BIOLA UNIVERSITY | 2012 - 2016

BACHELOR OF ARTS, MAJOR IN PUBLIC RELATIONS

MINOR: BIBLICAL STUDIES

SKILLS

- Leadership Development
- Creative Problem Solving
- Project/Event Management
- Design & Styling
- Photoshop & iMovie
- SEO & Social Media Marketing
- Social Media Strategy
- Marketing & Public Relations
- Web Content Development
- Copywriting & Blogging