

JAZMYN FAULKNER

Atlanta, GA

Jazmyn.Faulkner@aol.com

(951) 760-6195

Tech savvy and strategic Marketing Coordinator possessing exceptional customer service while achieving business goals. Daily demonstrating my knowledge of analytics and problem-solving skills to accomplish tasks. Having the ability to drive out inefficiencies through process development and attention to detail. Adapting to any situation or task, with ease.

Willing to relocate: Anywhere

WORK EXPERIENCE**Marketing Consultant**

Freelance- Remote

November 2018- October 2020

- Identified industries, markets, demographics, trends, sales results, and other data related to the client's products or services.
- Analyzed details of competitor offerings, including specifications, market share, pricing, and promotional materials.
- Created detailed reports with research findings and analysis to inform marketing strategies.
- Authored written documents and verbal presentations for each client to guide the creation of new marketing plans and strategies.
- Forecasted specific marketing approaches and spending budgets to achieve the client's desired sales goals.

Case Manager/ Counselor (Volunteer)

Atlanta University Center, Atlanta GA

September 2016 - February 2020

- Constructed learning strategies and educational lessons to teach children.
- Integrated financial literacy and house maintenance into lessons.
- Aided youth with Counsel support.
- Taught how to organize priorities of daily life.
- Maintained a client portfolio that is specialized to each client as well as updated after every phone call or visit.

Marketing Coordinator

Edge Design Group - Atlanta, GA

June 2019 to September 2019

- Increased Instagram following by thirty-five percent within 3 months and obtained 2 celebrity clients for wedding bookings.
- Coordinated social media accounts, interacting daily with an audience and brokering new professional relationships.
- Led administrative support for entire office.
- Assisted Executive with tasks such as errands, daily/weekly/monthly reminders, booking out of town trips, maintaining business calendar, etc.
- Managed Transactions through Quickbooks and processed payments and refunds through Payeezy.
- Facilitated successful wedding and event online publications (3 published).
- Head Correspondence with vendors, clients, suppliers, and associates.
- Designed wedding and event decor proposals for potential clients.

Marketing Consultant

Glamz - Atlanta, GA

January 2019 to April 2019

- Delivered research on specific industries, markets, demographics, trends, sales results, and other data related to the client's products or services.
- Analyzed details of competitor offerings, including specifications, market share, pricing, and promotional materials.
- Composed detailed reports with research findings and analysis to inform marketing strategies.
- Assisted marketing managers and directors in coming up projects with focused branding, positioning, and marketing tools for each product or service.
- Integrated the client's budget to produce effective promotional materials and advertising opportunities.
- Managed sales and feedback, thus adjusting marketing strategies as needed.

Production Assistant

Mikes Productions co. - Internship, Atlanta, GA

September 2018 to December 2018

- Distributed production schedules, coordinating between departments, reviewing staffing tables, and ensuring adequate material availability.
- Facilitated production efficiency by reviewing orders and resource allocation and revising production schedules when necessary to account for design changes, engineering issues, input from management, material shortages, work backlogs, or other issues.
- Corresponded with vendors, management personnel, customers, and technical experts as necessary to coordinate production and shipping activities and resolve issues efficiently.

Marketing Assistant

Klozet Envy, Atlanta, GA

March 2018 to August 2018

- Communicated with teams in California to create company logos, designs, and graphics.
- Oversaw four social media campaigns coordinating with social events, within four months.
- Initiated a LinkedIn group entitled to marketing strategies for entrepreneurs, reaching over 100 members.

Brand Ambassador

Heet Atlanta - Atlanta, GA

January 2017 to May 2017

- Allocated launch parties regarding releasing new merchandise while bringing in new clientele.
- Masterminded marketing concepts for sneakers, as to how to introduce them on social media.
- Analyzed business needs and conduct a portfolio to provide the needed industry intel.
- Thrived in customer service skills by specifically overseeing disgruntled customers and difficult situations.

Marketing Assistant

Ryans Realty, Atlanta, GA

June 2016 to October 2016

- Lobbied client specific marketing information packages in response to requests for proposals.
- Coordinated schedules and appointments for all management staff members.

Case Manager/ Counselor (Volunteer)

Peer Leaders, Great Oak High School – Temecula, CA

August 2013- June 2014

- Developed learning strategies and procedures to teach children.
- Appointed to deal with at-risk students red flagged by the district
- Fashioned a positive, patient and understanding demeanor at all times.
- Integrated financial literacy and house maintenance into lessons.
- Aided youth with Counsel support.

Cashier

Great Oak Student Store - Temecula, CA

August 2012 to June 2014

- Conducted sales and payments, issued refunds and credits, and recorded daily transactions sales.
- Advised returns, exchanges, balance sales and receipts in preparation for closing daily costs.
- Aided with product display and pricing of floor merchandise.

Merchandise Programmer

Tilted Treasures - Temecula, CA

December 2012 to February 2013

- Managed company software in regards to correlating products information with the merchandise.
 - Maximized customer interest and sale levels by displaying products appropriately.
 - Monitored stock movement and considered markdowns, promotions, price changes, clear outs, etc.
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Education

Bachelors in Business Administration, Concentration- Marketing
Clark Atlanta University, 2018

Certifications

UC Davis – Strategy of Content Marketing



Skills

Microsoft office (3 years)
Excel (4 years)
Customer Service (5 years)
Event Planning (2 years)
Mentoring (6 years)
Article Writing (3 years)
Creative Writing (3 years)
Microsoft Outlook (4 years)
Marketing Strategy (5 years)
Brand Marketing (4 years)

Marketing (4 years)
Data Entry (3 years)
Administrative Support (3 years)
Payment Processing (4 years)
Care Giving (4 years)
Research Writing (5 years)
Content Writing (4 years)
Microsoft Office (3 years)
Content Marketing (4 years)
Blog Writing (3 years)

Social Media (4 years)
Executive Support (3 years)
QuickBooks (2 years)
Brand Management (3 years)
Lesson Planning (3 years)
Proposal/Bid Writing (3 years)
Social Media Marketing (5 years)
Search Engine Marketing (4 years)
Instagram Marketing (5 years)
Counsel Support (5 years)