

Alicia Brown

Marketing & Project Management

EMPLOYMENT HISTORY

Marketing & Project Management

- Develop and execute integrated marketing campaigns to increase brand visibility and drive customer acquisition.
- Create and edit multimedia and print assets for promotional content using internal marketing platforms.
- Manage websites and design on various platforms like WordPress, Wix, Shopify, and WooCommerce.

Marketing & Business Development

- Developed and executed integrated marketing campaigns, created high-quality content, and identified target markets to increase brand visibility and drive customer acquisition.
- Collaborated with cross-functional teams, especially sales, to align on growth initiatives and proactively identified and qualified potential leads.
- Planned, coordinated, and executed various events and developed engaging social media campaigns across multiple platforms.

Lead Inventory & Supply Chain Coordinator

- Processed inbound and outbound shipments, reconciled inventory discrepancies.
- Inventory Management, conducted physical inventory counts.

Customer Service Advisor

- Effectively managed workload including order count, call, and email volumes.
- Managed key customer accounts, ensuring proficient, friendly, and knowledgeable customer service.
- Spearheaded the development and implementation of new onboarding processes, company-wide databases, and training programs.

Executive and Administrative Assistant

- Provided exceptional clerical support, including scheduling, transcribing, and mailing.
- Communicated company information professionally and pleasantly to customers.
- Revised production schedules to accommodate changes and interruptions.

FULL RESUME AVAILABLE UPON REQUEST