Jane R. Doe jrdoe287@ncsu.edu

123 W. Jackson Dr., Unit #007, Raleigh, NC 27000 (919) 555-1234 www.linkedin.com/janerdoe

Luxury marketing professional with three+ years of experience in brand management, online marketing, market analysis, and team building within diverse groups. Known for ability to identify target market growth opportunities and create effective marketing strategies to drive brand awareness and generate sales.

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| * Digital Marketing
 | * Market Research/Analysis
 | * Social Media
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| * E-Commerce
 | * SEM/SEO
 | * Project/Content Management
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| * E-Mail Marketing
 | * Marketing Strategy
 | * SalesForce
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EDUCATION

**North Carolina State University Jenkins Graduate School of Management,** Raleigh, NC

**SKEMA Business School,** Sophia Antipolis, France

Master of Global Luxury Management (GLM) / Master of Science in Global and Luxury Management, May 2016

GLM Class Projects

* Cross-Sector Marketing Strategy: Developed marketing and execution strategy for ABC Clothing’s proposed expansion into luxury tableware market.
* Social Media Review: Created report detailing social media assessment and recommendations for Moët & Chandon.

**University of Illinois,** Champaign-Urbana, IL

Bachelor of Science, Business Administration (BS), Emphasis in Marketing, May 2012

Undergraduate Projects

* International Marketing Project on Import Market Selection: Established global trade connections to make sale for New Jersey equipment manufacturer.
* Denim Incorporated Grant Competition: Team placed second for developing integrated marketing plan for Peruvian-themed display incorporating denim fabrics into home furnishings industry.

PROFESSIONAL EXPERIENCE

**Saks Fifth Avenue,** Charlotte, NC 2013-2015

Marketing Manager

* Maximized exposure and drove 5% increase in ROI for Saks in marketplace through corporate and charity outreach events, public relations, and storewide sales and service initiatives.
* Contributed to acclaimed Saks corporate brand re-launch representing Charlotte store.
* Led team which conducted online analysis of website traffic, keyword impressions and social media posting strategies effectiveness with Google Analytics.
* Received Saks Star Award (2013) for increasing store traffic by 20% during charity event.

**Juliska,** Stamford, CT 2012-2013

Manufacturer of decorative stemware, bowls, ceramics, and flatware.

Assistant Marketing Manager

* Created company’s first social media strategy to elevate profile with Gen X consumers.
* Developed social media content (Twitter, Instagram) which drove 10% increase in event attendance.
* Worked with CRM (SalesForce) team to develop CRM strategies and loyalty programs increasing return customer sales by 2% over three months.
* Created marketing strategies to reach new over four million consumers in Eastern New England.

**Ralph Lauren,** Atlanta, GA 2011

Retail Development Intern

* Increased customer engagement and sales through the use of visual merchandising and presentation skills.
* Assessed sales figures for key items and moved to successful sales floor regions.

ADDITIONAL INFORMATION

* Luxe Group Vice President 2015-2016
* Languages: English-Native, French-Proficient, Chinese-Basic
* Technology-Google Analytics CMS, SEO, SMM; SalesForce, Photoshop, InDesign
* Volunteer for North Carolina Opera Gala 2015