

Karinna Briseno

M A R K E T I N G P R O F E S S I O N A L

Education

Certificate in Professional
Selling & Personal Leadership
Jan 2013 – Dec 2015
Orange Coast College
Costa Mesa, CA

Professional Skills

- Customer Service
- Marketing & Advertising
- Social Media Marketing
- Advertising Campaigns
- Email Marketing Campaigns
- Visual Merchandising
- Trend Analysis
- Copywriting

Technical Skills

- Facebook & Twitter
- Adobe Photoshop
- Adobe Illustrator
- WordPress
- Quickbooks

Profile

Known for being a great communicator that's always looking out for the customer's best interests. I'm highly motivated by challenges and excel at being a team player with a positive attitude.

Work Experience

MARKETING & CUSTOMER SUPPORT SPECIALIST

Paradigm International Inc. / Irvine, CA / August 2014 – Current

Led all marketing, advertising, and social media efforts. My main focus is providing superior customer service and looking for ways to better support our current customer base.

- Established a Sales Training Webinar campaign to help our Distributors increase their sales and purchases
- Increased sales by 71% with Online Advertising Campaigns
- Overseeing Monthly Email Newsletter Campaigns

PRODUCT/MERCHANDISING ASSISTANT

Ruche Inc. / Fullerton, CA / Nov 2011 – July 2014

Assisted the Products Manager & Head Visual Merchandiser, reviewing weekly sales to identify top sellers, slow sellers and potential re-order opportunities. Was the liaison between the products, merchandising, styling, and buying teams. Collaborated closely with team members to ensure the success of upcoming projects.

- Developed & maintained markdown strategies, including flash sales and seasonal promotions.
- Responsible for tracking & monitoring the sales performance of all LookBooks & promotional features on a weekly basis.
- Assisted in managing Facebook social media accounts for ShopRuche & Threadsence; researching optimal times to help promote New Arrivals

SOCIAL MEDIA MANAGER

TishBriseno.com / Fullerton, CA / June 2011 – Nov 2011

Gained a rounded experience of online marketing, learning how to build and maintain social media accounts using a variety of platforms including Facebook, LinkedIn, Twitter, and Google+.

- Assisted in content creation for multiple clients social media accounts
- Updated social media channels on behalf of clients to help distribute content and/or for customer engagement
- Quickly learned a variety of tools used to manage multiple social media accounts such as Buffer, Hootsuite, and Tweetdeck
- Crafted Email Newsletter templates in Constant Contact



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