



# Jennifer Myers

Marketing | Advertising | Administration

**Small business owner for 6+ years with a Masters in Business Administration. Proactive, highly organized, with outstanding work ethic.**

## PROFESSIONAL EXPERIENCE

**Business Owner** October 2015 - April 2021

Article & Thread | Baton Rouge, LA

- Responsible for all financial aspects of business; bookkeeping, cash flow, employee payroll, sales tax payments
- Brand growth through designing all digital and print advertising, weekly email campaigns, sales promotional graphics, and social media content
- Hosting, design, and maintenance of e-commerce website including product images, product copy, image optimization, sales funnels & channels, product assortment, blogging, and SEO
- Purchasing of all inventory merchandise; buying, prepping, tagging, and store merchandising of all products
- Daily store activities of opening and closing procedures, store maintenance and cleaning, balancing cash register, and assisting customers
- Continually fulfilling online customer orders, including returns and exchanges, responding to customer inquiries
- Forecasting of trends, analyzing sales and customer acquisitions, developing new strategies
- Planning and organizing all events, including promotion, setup and sales
- Conduct hiring of new employees, training, and managing work schedules

**Office Manager** April 2014 - January 2016

Louisiana Association of Business & Industry | Baton Rouge, LA

- Organized and managed all conference center events including committee meetings, rentals, fundraisers
- Maintained and ordered all general office supplies and equipment for all staff and employees
- Responsible for creation of Legislator Scorecard including cataloging bills, voting actions, and computing final session voting scores
- Managed all political action committees by collecting donations, submitting monthly campaign finance reports, updating websites
- Aided lobbyists with organization of upcoming bills and communication with state Legislators
- Assisted in the interviewing and hiring of new employees
- Diagnosed and resolved any technological issues with printers, servers, and computers

## EDUCATION

**Master of Business Administration**

University of New Orleans, May 2011

**Bachelor of Science, Textiles, Apparel, Merchandising**

Louisiana State University, December 2008

**Louisiana Real Estate Agent**

Louisiana Real Estate Commission, 2011

## CONTACT

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## EXPERTISE

- Business Management
- Graphic Design
- E-Commerce
- Digital Advertising
- Website Design
- Email Marketing
- Search Engine Optimization
- Video & Audio Production
- Event Planning
- Business Communications

## PROFICIENCIES

Mailchimp, Microsoft Office, Shopify, Wix, Wordpress, GoDaddy, Google Analytics, Console, Adwords, Merchant Center, Apple Keynote, Hootsuite, IFTT, iMovie, Audacity, Canva, Anchor, Bitly, Zapier. Experience with: Photoshop, Salesforce

## CHARACTER

- Exceedingly reliable
- Exceptionally organized
- High learning capacity
- Problem solver