



ABIGAIL JUEZAN

SUMMARY

A marketing professional with strong skills in both creative and logistical roles that executes projects from conception to completion. Experienced in project coordination, photoshoot production & concepting, vendor relations, and all areas that help brands to be successful in marketing.

CONTACT

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EDUCATION

BBA in Fashion Merchandising
2014-2018 LIM College
NYC

Member of Delta Mu Delta
International Honor Society
in Business.

TECHNICAL SKILLS

- Photography
- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Microsoft Office
- G-Suite
- ASANA

PERSONAL SKILLS

- Creativity
- Problem Solving
- Communication
- Organization
- Team Player
- Project Management
- Fluent in English/Tagalog

EXPERIENCE

Vida Shoes International Project Coordinator

NY, NY | June 2018 — May 2020

- Developed and executed concepts for photo shoots, showrooms, video campaigns, account needs and trade shows. Also assisted the in-house photographer on creating concepts and styling product flat lays for Stride Rite.
- Oversaw sampling and product photography process for several brands (Stride Rite brands, BCBG GIRLS, Carter's, OshKosh B'Gosh, XOXO Girls, M.A.P. by Jambu).
- Lightly retouched product photography images on Photoshop (removed scuffs, dust, loose threads).
- Assisted in PR and event planning efforts such as providing gifts to influencers, providing content for publications, organizing event materials for store events, planning Platform and FFANY trade shows, booking meeting room spaces, and coordinating business dinners/events.
- Liaison between four other departments for items such as timeline/project status, missing information, samples, and scheduling in order to complete projects according to important deadlines.
- Managed project delivery and approval with ASANA, an online project management software.
- Point of contact for all vendors regarding negotiations, invoicing, and quote requests/proposals.
- Developed and published the "Marketing Guide", an onboarding document for the marketing team (company/department processes, internal/external contacts, brand portfolio, log in information, etc.)
- Established a more efficient process to track marketing expenses with the billing department.
- Attended line-building meetings to gather information in order for the marketing department to assess future marketing needs such as campaigns, digital content, and events.

Vida Shoes International Communications Intern

NY, NY | January 2018 — May 2018

- Worked directly with PR Coordinator to liaise with third party agencies on PR needs for all Vida Kids brands such as celebrity seeding and experiential marketing campaigns.
- Assisted in event planning for Platform and FFANY trade shows, sale representative meetings, and internal offsite business review meetings.
- Assisted in developing partnerships for direct to consumer initiatives such as the *Stride Rite x First Aid Beauty* partnership for the 2018 Fit Tour campaign.
- Photographed product and edited photos that supplemented the success of digital posts, publication ads, catalogs, and internal presentations.
- Assisted in SEO by creating copy for product descriptions that would yield the best search results for products across five brands.

Vida Shoes International PR/Marketing Intern

NY, NY | September 2016 — December 2016

- Contacted and managed content for 8-10 Social Media influencers that promoted products for various Vida Shoes brands.
- Researched and created a Go Green Initiative to be implemented into everyday company office operations.
- Constructed a competitive analysis between *JambuKD*, a Vida Shoes brand, and two top competitors, which was then utilized for *JambuKD*'s brand revamp.
- Assisted in planning the 2017 regional sales representative meeting.
- Photographed products, edited photos, and posted the photographs on the different shoe brands' Instagram accounts.

Bloomingdale's James Perse Sales Specialist

NY, NY | January 2016 — December 2017

- Guided hundreds of customers through the sales process of selecting, coordinating and purchasing high-end luxury garments with outstanding service.
- Ensured clientele satisfaction through detailed product knowledge and customer outreach.
- Exceeded sales goals set by James Perse and Bloomingdale's, selling between \$15,000-\$20,000 worth of merchandise on a weekly basis.
- Replenished and recovered merchandise on the sales floor in a timely manner.
- Only part-time associate to reach the Half-a-million dollar club with sales reaching over \$600,000 in merchandise throughout 2016-2017.