

JENNIFER CARRASCO

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QUALIFICATIONS

- Over 10 years in customer service and retail, with more than 8 years in management
- Excellent collaboration and communication skills for working with cross-functional teams
- Strong analytical and reporting skills; ability to communicate insights effectively to optimize performance
- Extensive experience managing teams, social media account oversight, and content creation
- Strong organizational skills and attention to detail
- Deep understanding of digital advertising
- Proficiency with Microsoft Word, Excel, PowerPoint, and Outlook, Google Suite, Canva, Adobe Lightroom, Adobe InDesign, and Photoshop
- Ability to work in a fast-paced, deadline-driven environment
- Proactive problem solver
- located in LA

WORK EXPERIENCE

Hot Topic

Aug 2016 - Present

- Store Manager *Santa Ana, CA*
 - Lead the team in achieving daily objectives: hitting sales targets, development, and performance management
 - Provide organizational structure through delegation, autonomy, and customer-first selling practices
 - Run sales reports and use data to help guide personal and the team's strategies to hit sales targets
 - Engage proactively with retail leadership and HQ partners to share insights on pop culture market trends, competitor activity, and customer feedback
 - Merchandise the store using planograms as a guide and launch promos on time
 - Monitor payroll hours, schedules, shrink/loss prevention, and external factors that can affect business
 - In-store advertising and marketing; social media management (Location's Instagram)
 - Recruit, develop, and retain the sales team

Kimberly Metz Studio

Feb 2024 - December 2024

- Social Media Intern *Van Nuys, CA*
 - Monitor content KPI metrics and partner with Kimberly for follower engagement
 - Look and sort through photo archives to plan and curate posts for socials including Instagram and LinkedIn following a monthly content plan
 - Created and designed Kimberly's media kit, curriculum vitae (CV)
 - Train new interns

Eureka! Restaurant Group

Aug 2019 - March 2020

- Marketing Brand Ambassador *Cerritos, CA*
 - Plan and execute marketing events that revolve around brand awareness i.e. organized and hosted influencer dine-in experiences, organized volunteering events for staff to participate in, etc
 - Establish strong relationships among the community to effectively build and execute outreach in the form of sponsorships and events
 - Social media marketing and content creation for Instagram

EDUCATION

California State University Long Beach

Jan 2022 - May 2024

Bachelor of Arts - Public Relations, Advertising, Communications

Aug 2017 - July 2021

Long Beach City College

ADDITIONAL INFORMATION

- **Languages:** English, Spanish