

Sarah Mariana

✉ sarahmsanchezgarcia@gmail.com in LinkedIn 📁 Portfolio

Current role

Digital Marketing Consultant | Multimedia Account Executive at The Times Picayune | NOLA.com

Experience

Media, Marketing, Publishing, Digital Media, Advertising, Telecommunications, Video, Consulting, Retail

Technologies

Adobe Creative Suite, Google Analytics, Google Sheets, Wordpress, Windows, Canva, Google AdWords, Facebook Ads, iOS, Zoom...

Right now I'm learning...

Google Analytics, Google UX Design, Google Project, Meta Database Engineer, Meta Marketing Analysis, Meta Metaverse, HubSpot CRM Sales Representative, Salesforce CRM Sales Development and Operations.

Work experience

Digital Marketing Consultant | Multimedia Account Executive, The Times Picayune | NOLA.com

Dec 2022 – Present (1m)

Media Company | Publishing | Agency

Media · Marketing · Publishing · Digital Media · Advertising · Telecommunications · Video · Consulting

Adobe Creative Suite Google Analytics Google Sheets Wordpress Windows Canva Google AdWords Facebook Ads

Senior Sales Expert | Visual Designer, Louis Vuitton

Jul 2021 – Dec 2022 (1y 5m)

French Luxury Retail established in 1854
Retail

iOS Google Sheets Canva Zoom

- Position: Client Advisor Visual Merchandiser Hybrid
- Surpass KPIs by 20% evaluating, optimizing, and elevating visual design exceeding client expectations
- Generate \$30K in monthly sales leveraging enterprise-level marketing boosting store's digital conversion
- Sold \$1M in 12 months while successfully retaining 200+ clients becoming a top expert in the region
- Certified Louis Vuitton Diamond Expert, the Maison's highest level product knowledge exam in diamonds
- Led a 600+ client account ensuring 20% conversion monthly
- Support the business strategy and contribute to enhancing the Client experience in the store.
- Leverage consistency, quality and sophistication of the visual merchandising implementation as a way to drive sales.
- Lead window product changes and installations including coordination with corporate and local suppliers.
- Train the team on visual merchandising topics ensuring key products are selected and well displayed to maximize business opportunities.
- Managed all aspects of store zoning and rotations in collaboration with store team, Regional, and Corporate partners.
- Skills: Data Analysis · Microsoft PowerPoint · Microsoft Word · Research · Social Media · Visual Merchandising · Point of Sale (POS) Systems · Sales Management · Public Speaking · Microsoft Office · Microsoft Excel · Time

Management · Sales · Customer Service · Fashion · Store Management · Inventory Management · Creative Merchandising · Market Research · Event Management · Strategic Planning · Coaching · Writing · Communication · Facebook · Twitter · YouTube · Strategy · Business Analysis · Teamwork · Leadership

Lead Market Sales Manager, COACH

May 2019 – Jun 2021 (2y 1m)

American Leather Goods Fashion House
Retail

iOS Google Analytics Excel Google Sheets Windows Canva Hootsuite Zoom

- Position: Lead Supervisor
- Pioneered revenue stream for Coach bringing in \$13K in 45 minutes during Mother's Day Instagram Live
- Piloted first-ever Spanish language influencer marketing campaigns for TikTok, Instagram, and Facebook
- Prioritized multiple in-store design, operations, and managerial projects while demonstrating attention to detail and teamwork on successful data-driven media content for omnichannel digital marketing campaigns
- Leveraged internal sales funnels to develop Influencer Marketing Campaign digital UGC content
- Drove business volume through the employment of SMART strategies and effective communication while simultaneously managing visual merchandising, operations, and managerial projects
- Serve as a personal fashion advisor to deliver business results.
- Acts as a brand ambassador in the local market to drive brand loyalty and business.
- Communicates and demonstrates retail systems and reporting tools to make informed decisions with the corporate office.
- Leverage Coach's tool and technology to support building relationships and clienteling efforts.
- Manage store business strategies to improve productive functions through visual merchandising and recruitment.
- Drove business through sales strategies, clienteling, sourcing new customers and maintaining on-going productive relationships with customers.
- Got firsthand internal and external customer information to improve products and services.
- Switched gears based on the needs of the business both seamlessly and pro-actively.
- Resolve performance problems using appropriate communication, coaching and counseling techniques.
- Drove business through sales strategies, clienteling, sourcing new customers and maintaining on-going productive relationships with customers.
- Skills: Hootsuite · Google Analytics · Search Engine Optimization (SEO) · Copywriting · Data Analysis · Microsoft PowerPoint · Microsoft Word · Research · Content Strategy · Social Media · Visual Merchandising · Point of Sale (POS) Systems · Sales Management · Public Speaking · Digital Marketing · Microsoft Office · Microsoft Excel · Time Management · Sales · Customer Service · Fashion · Store Management · Inventory Management · Creative Merchandising · Market Research · Event Management · Strategic Planning · Coaching · Journalism · Writing · Communication · Facebook · Twitter · YouTube · Marketing · Strategy · Teamwork · Leadership

Digital Marketing and E-commerce Manager, bdfrrnt Vintage

Mar 2019 – May 2021 (2y 2m)

Local New Orleans Vintage Clothing Store
Retail

Google Analytics Google Sheets Facebook Ads Hootsuite Zoom

- Positions: Visual Merchandiser, Digital Marketing and E-commerce Manager
- Launched Shopify website on time and on budget, doubling online sales in three months
- Increased ROI by 5% in 30 days landscaping action-oriented SEO optimization and audience segmentation
- Designed visual merchandising projects while managing multiple sales and marketing campaigns
- Skills: Search Engine Optimization (SEO) · Copywriting · Data Analysis · Microsoft PowerPoint · Microsoft Word · Research · Content Strategy · Social Media · Visual Merchandising · Point of Sale (POS) Systems · Sales Management · Public Speaking · E-Commerce · Digital Marketing · Microsoft Office · Microsoft Excel · Time

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Digital Marketing and E-commerce Assistant Manager, Armoire Boutique

Jun 2017 – Oct 2018 (1y 4m)

Local New Orleans Women's Boutique with E-commerce Sector
Retail

Adobe Creative Suite iOS Google Analytics Excel Canva Google AdWords Facebook Ads Zoom

- Positions: Assistant Store Manager, Visual Merchandiser
- Overhauled the company's trends and target audiences using Google Analytics to execute e-mail campaigns
- Recruited influencers for quality, branding, and relevancy for Instagram and Facebook marketing content
- Yielded new online merchandise within 24 hours while simultaneously managing sales operations
- Skills: Google Analytics · Copywriting · Data Analysis · Microsoft PowerPoint · Microsoft Word · Research · Social Media · Visual Merchandising · Point of Sale (POS) Systems · Sales Management · Public Speaking · E-Commerce · Digital Marketing · Microsoft Office · Microsoft Excel · Time Management · Sales · Customer Service · Fashion · Store Management · Inventory Management · Creative Merchandising · Market Research · Event Management · Strategic Planning · Coaching · Journalism · Writing · Communication · Facebook · Twitter · YouTube · Strategy · Teamwork · Leadership

Marketing and Sales Assistant Manager, Kenneth Cole Productions

Apr 2014 – Jan 2017 (2y 9m)

American Fashion House based in New York
Retail

Adobe Creative Suite iOS Google Analytics Google AdWords

- Position: Assistant Store Manager
- Landscaped the Riverwalk location into a \$1.3M store and Top 10 company store in eight months
- Analyzed sell-through and force ranking reports to ensure maximum profitability and staffing levels
- Recruited, trained, and coached management and sales staff developing action-oriented stretch goals
- Skills: Data Analysis · Microsoft PowerPoint · Microsoft Word · Research · Social Media · Visual Merchandising · Point of Sale (POS) Systems · Sales Management · Public Speaking · Microsoft Office · Microsoft Excel · Time Management · Sales · Customer Service · Fashion · Store Management · Inventory Management · Creative Merchandising · Market Research · Event Management · Strategic Planning · Coaching · Writing · Communication · Facebook · Twitter · YouTube · Strategy · Teamwork · Leadership

Education

Louisiana State University – LSU

Aug 2009 – May 2013 (3y 9m)

Bachelors Degree (GPA 3.5) Mass Communication – Broadcast Journalism

- Media Ethics and Social Responsibility
- Broadcast News Production
- Political Communications
- Marketing Management
- Print News and Editing
- Visual Communication
- TV News Producing
- Mass Media History
- Adobe Photoshop
- Media Persuasion
- Media Research
- Public Speaking
- Media Writing
- Data Analysis
- Media Law
- AP Style

Louisiana State University – LSU

Aug 2009 – May 2013 (3y 9m)

Bachelors Degree (GPA 3.5) Theatre – Design Studies

- Adobe Creative Suite
- Stage Management
- Dramatic Literature
- Sound Technology
- Graphic Design
- Theatre Design
- Script Analysis
- Dance History
- Sound Design
- Stage Voice
- Dramaturgy
- Directing
- Dialects
- Acting

Snippets

Coach 80th Anniversary @ www.instagram.com

Featured as one of the 80 stories for the American Fashion House Global Campaign celebrating 80 years. Collaborated with the Global Marketing Team and Italian Photographer Alessandro Simonetti.



More about me

At work I'm best at...

public speaking, time-sensitive projects, flexibility through adversity, and coachability to adapt in new environments.

I'm making a career change because...

I want to impact customer behavior and use data analysis for digital marketing and e-commerce innovation.

Interests

Shopping, eating, visiting local places in New Orleans.

In my current role I'm missing...

the opportunity to take on a high-risk project

Right now I'm learning...

Google Analytics, Google UX Design, Google Project, Meta Database Engineer, Meta Marketing Analysis, Meta Metaverse, HubSpot CRM Sales Representative, Salesforce CRM Sales Development and Operations.

Languages spoken

Spanish