



## Rachel Loren Gullo, MBA

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### SUMMARY

Self-motivated and creative Beauty Industry specialist with over 5 years of experience in Digital Marketing and Social Media, (paid & organic.) I have improved traffic channels such as PPC advertising, SEO, Social Media campaign management, and expanded company's active customer base by an average of 12% over the past 2 years.

### SKILLS & EXPERTISE

- ❖ Well-Versed in Paid Social Dashboards for Facebook, Instagram, Tik Tok, Pinterest & YouTube
- ❖ Creative Direction, Budget Setting, Script Writing, & StoryBoard/Shot List Making
- ❖ Copywriting for Digital Marketing & Hashtag Strategy
- ❖ Graphic Design & Creating Visual Content (i.e. animated gifs, memes, stories et.)
- ❖ Ability to implement Marketing, E-Commerce, & Social Media Strategy and Optimize as Needed
- ❖ Community Management & Customer Service
- ❖ Hootsuite, Iconosquare, Sprout Social, Later, Sked Social
- ❖ Adobe Photoshop, Illustrator, and Canva
- ❖ Target Market Analysis and Trend Research
- ❖ Fully Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- ❖ Hiring, Training, Team Building & Leadership
- ❖ Superior Oral & Written Communication
- ❖ Strong Organizational and Time Management Skills
- ❖ Slack, Taskworld, Trello, & Monday.com
- ❖ Positive Attitude, Friendly and Upbeat Personality

### EXPERIENCE

#### **American International Industries/ Beauty Digital Marketing Manager (Prev. Social Media Manager)**

APRIL 2019 - PRESENT, LOS ANGELES, CA

- ❖ Plan, develop, and execute digital marketing strategies across e-commerce, email marketing, and social media that target global audiences, meet company-wide priorities, and that solve consumer challenges through creative content-driven storytelling. Focus on delivering on-time and on-budget results that are consistent with the brand's aesthetic and tone of voice.
- ❖ Manage the Production of Digital Content: Brief the content creation team on new product developments, cultural holidays, retailer promotions, special events, and monthly asset needs to align with the digital marketing calendar and share across various social media channels (Facebook, Instagram, YouTube, TikTok, Twitter, Pinterest.)
- ❖ Set Team Goals: Mentor, plan, and manage the social media team and their workflow to execute content calendars, craft compelling copy, generate relevant hashtags, and develop paid ads that will engage followers, help customers through their purchasing journey, and increase brand awareness.
- ❖ Engage With the Community: Guide and moderate meaningful discussions and relevant conversations across social channels to help build an emotional connection to the audience and promote audience engagement.
- ❖ Build and Manage Relationships: Partner with influential social media personnel to support user-generated content, social media takeovers, and giveaways in conjunction with our overarching marketing roadmap.
- ❖ Track Performance: Understand and help construct monthly data, reports, and insights based on key performance indicators, (such as brand affinity, engagement, reach, etc.) after events, product launches, and digital campaigns, leveraging Sprout Social, IconoSquare, and Later analytical tools. Adapt and facilitate ways to improve the content strategy.
- ❖ Collaborate With Internal Stakeholders: Support Vice President in developing content strategies on a global scale by understanding business objectives and ensuring appropriate content creation to support international campaigns, promotions, and cyclical events.
- ❖ Preserve Brand Voice Across Borders: Assist with managing international media agencies, retail partners, and digital creators to improve the global marketing process, including but not limited to trafficking assets, collecting and analyzing sales data reports, and building robust content coverage plans on a global scale.
- ❖ Check and have final approval on content & creative, ensuring FTC guidelines are met on all social posts.
- ❖ Optimize Spending: Manage budgets and allocation of funds while closely monitoring and driving return on investment.
- ❖ Help product development: Provide consumer behavior analyses and guide product development team with ideation, packaging, and marketing suggestions based on data. Plan how new product launches come to life within the digital landscape.
- ❖ Improve Operations: Utilize a strong analytical ability to identify the latest market trends, upcoming social media platforms, and best practices using social listening tools and by monitoring interactions. Share findings and provide thoughtful leadership with relevant teams (product marketing, sales, PR, etc.)

### **Popl.Co** / Head of Instagram

SEPT 2020 - PRESENT, LOS ANGELES, CA

- ❖ Oversee the strategy and day-to-day management of Popl.co and Popl Ambassadors instagram channels, spearheading the creation of content to support brand priorities. Provide ongoing experience and guidance of social media best practices, which helped grow the Instagram audience by 38% over the past 5 months.
- ❖ Leverage listening platforms to gain user insight, engage with the community and monitor conversations.
- ❖ Work with internal and external partners to develop influencer programs, that leverage brand ambassadors to increase sales.

### **Stitch Fix** / Lead Men's & Women's Stylist (Previously Stylist)

FEB 2018 - JULY 2019, LOS ANGELES, CA

- ❖ Provided expert styling for all ages, fashion styles, budgets, sizes, lifestyles, and demographics with a *strong* client focus.
- ❖ Exemplified superior customer service and maintained long-lasting relationships with clients by cultivating an environment that is friendly and receptive to feedback.
- ❖ Partnered with, coached, and motivated team members to exceed personal metric expectations and personal goals.

### **Palos Verdes Footwear** / Social Media and E-Commerce Manager

JUN. 2017 - DEC. 2017, CARSON, CA

- ❖ Responsible for the day-to-day maintenance and content strategy of all social and digital platforms while collaborating with Marketing and Operations departments as well as external brand partners to ensure brand continuity.
- ❖ Created ongoing campaigns and cross-platform promotions, as well as photoshoots and multi-channel advertising media.
- ❖ Maintained budgets, optimized website, and executed pricing models which surpassed online sales and profitability goals by 16%

### **GoodLooks** / Social Media Coordinator

JAN. 2016 - FEB. 2017, LOS ANGELES, CA

- ❖ Created keyword analysis reports for GoodLooks, conducted QA, *improved* SEO copy, and wrote blog articles.
- ❖ Audited and managed existing social media accounts (Facebook, Twitter, Instagram, Pinterest, etc.) by writing improved meta tags, meta descriptions, and keyword copy which increased social following by 12% and engagement by 25%.
- ❖ Facilitated strategic communication proposals that included key media opportunities, targeted influencer outreach lists, and detailed timeline consistent with the business's marketing strategies.

### **The Tan Spa** / Marketing and Sales Manager (Prev. Social Media Manager)

AUG. 2015 - DEC. 2016, LOS ANGELES, CA

- ❖ Hired and trained employees and fostered professional development individuals achieve daily/weekly/monthly sales goals.
- ❖ Realigned the company's online presence to reflect the brand's values and mission, decreasing negative feedback by 37%.
- ❖ Redesigned social media strategy to include initiatives including but not limited to coupons, giveaways, contests, and promotions.

## **EDUCATION**

### **Fashion Institute of Design and Merchandising** / MBA, BS

SEPT. 2014 - OCT 2019, LOS ANGELES

- ❖ Master of Business Administration with a focus in Digital Marketing
- ❖ Bachelor of Science in Business Management

### **eMarketing Institute** / Certification

JUN. 2017 - AUG. 2017, LOS ANGELES

- ❖ Completed online courses and have received certifications in *Social Media Marketing, Web Analytics, Online Marketing & SEO*

## **WORK STYLE & PRINCIPLES**

- ❖ I have adopted a "Transformational" leadership style, inspiring and encouraging others to think creatively and challenge the status quo, while still accomplishing daily tasks. This is accomplished through communication and strong team building.
- ❖ I maintain a fast pace during my work to remain focused while completing my daily goals, and thrive under pressure. I strive to be efficient and ensure all work is completed properly and without error.

## **EXTRACURRICULAR**

### **Delta Chi Sigma** / President (Prev. Founder)

2015-2017

- ❖ Founded a community built upon establishing loyal bonds, encouraging academic excellence, and nurturing humanitarian values.
- ❖ Worked with educational leaders to rekindle the movement for Greek life on campus.
- ❖ Maintained and managed executive board, and chairs to increase sorority productivity.