



JESSICA CONSTERDINE

Social Media Content Creator

PROFESSIONAL SUMMARY

MBA graduate who responds to shifting business needs and priorities in a systematic and effective way.

Excels at implementing operational assessments and conducting functional requirements analysis for businesses of all sizes.

Accomplished in financial and business process performance analysis. Highly organised, effective leader and communicator.

Motivated with the technical expertise and business acumen necessary to translate business requirements and objectives into scalable, highly resilient and successful system solutions.

Meticulous business analyst, excellent at juggling multiple tasks and working under pressure. Broad industry experience from Fashion to Real Estate.

CONTACT

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HOBBIES

Lifestyle Blogger
Photography
Learning Italian

EDUCATION

Liberty University

January 2020 - Present
Ph.D. Strategic Media

Louisiana State University

September 2016 – December 2018
MBA – International Business

Austin Peay State University

September 2014 – May 2015
M.A. Professional Studies

Arts University Bournemouth

August 2013 – July 2014
M.A. Fashion

Georgia Southern University

August 2005 – May 2009
B.S. Biology

WORK EXPERIENCE

Mommie PhD Content Creator and Social Media Strategist

January 2016–Current

- Created engaging content as a social media strategist for B2C brands including: Mapiful, MedicSpot, Go Ape Wendover, Georgia Southern University, Auto Brush, and Papier
- Wrote blog posts for Tots To Travel and Zopto/Bant.io
- Provide direct assistance to customers by responding to daily posts and accurately answering questions
- Assisted the social media manager in developing and implementing content that furthers the social media objectives
- Used SaaS including: Google Analytics, Tailwind, MailChimp
- Planned live events and promotional engagements

Posh Paper Graphic Designer

January 2016–Current

- Developed and created solutions for clients that included logo design, product and business branding, and web design
- Coordinated social media strategies and curated a brand theme for social media pages

- Worked with brands in United States, Cyprus, United Kingdom, and Europe

Kurt Geiger General Manager

2018–2019

- Managed daily operations of a designer fashion retailer, including generating the highest revenues within a quarter for the branch
- Increased sales volumes by 25% within first 6 months
- Staff recruitment, training and motivation, payroll, work schedule creations, and crucial head office reports
- Fashion merchandising, product display purchases

Pandora Sales Associate

2018–2019

- Welcomed and assisted customers
- Daily top sales associate
- Participated in inventories and merchandising
- Promoted seasonal merchandise to customers
- Seasonal position that was later offered as a full time position

Glad Rags Business Analyst

2013–2018

- Mapped process activities to desired outcomes to rectify operational inefficiencies
- Identified process inefficiencies through gap analysis
- Researched and resolved issues regarding the integrity of data flow into databases
- Planned and executed events and marketing programs, producing five times the target number of qualified leads
- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and sales

Glad Rags Assistant Costume Designer

2008–2013

- Contributed to the research and execution of design for theatre productions
- Developed efficient and creative solutions to design and logistical obstacles to allow for high quality, on time deliverables
- Fabric sourcing and sampling
- Fittings and garment trials for actors

Barbizon Modeling Agency Talent Manager

2011–2013

- Conducted live interviews and auditions for commercial print, television, and film
- Maintained and achieved high growth quotas and activity metrics
- Provided continued guidance for candidates from initial outreach sourcing through interview preparation

Hinesville Day Spa Yoga Instructor

2011–2011

- Demonstrated techniques and methods of Vinyasa Power Yoga
- Effectively grew the number of reoccurring students by 50%
- Administered emergency first-aid and wrapped injuries for injured clients
- Summer/seasonal job that was later offered as a permanent position

Sketchbook Magazine Freelance Fashion Writer

2009–2010

- Regularly interviewed rising fashion innovators within London's fashion community

- Provided detailed content for readers
- Developed content strategies
- Wrote fashion articles given by the editor

Copper Beech Townhomes Leasing Manager

2007–2011

- Processed and approved all applicants in a timely manner
- Ensured my staff of leasing agents completed all applications requirements
- Led, supervised, and assisted the leasing staff to meet occupancy goals and complete daily tasks and reports
- Organized and executed monthly marketing plan for social media outlets
- Managed outside business and vendor relationships to increase customer traffic, social media outreach, and revenue for both the property and the vendor
- Completed reports such as market survey, competitor analysis, leasing and marketing summary, and communicated all successes/areas for improvement directly to head office
- Planned and executed all marketing events and resident activities
- 100% leased for my entire tenure

George-Anne Staff Writer

2005–2009

- Completed interview and editorial assignments as instructed
- Always met deadlines set by editors
- Took photos for articles

Abercrombie and Fitch Sales Associate

2004–2005

- Handled cashier responsibilities and achieved 100% error free calculations
- Counted and unpacked stock to ensure number of stock matched number of orders on inventory list
- Provided professional and friendly customer service
- Achieved daily sales targets

SKILLS

Finance and accounting

Organised

Operations management

Data mapping

Brand management

Business development

Expert in Adobe Suite including Photoshop and After Effects

Multi-tasking

Business process mapping

Test case scenarios

Microsoft Office Suite

Project finance

Gap analysis

Business artefacts documentation

Creative