

TAYJA STRICKLAND

CONTACT

(803) – 409- 9508



tayjastrickland@gmail.com



www.tayjastrickland.com



Linkedin.com/ tayjastrickland



EDUCATION

2021

GOOGLE DATA ANALYTICS
PROFESSIONAL CERTIFICATE I

2019

BFA FASHION MARKETING AND
MANAGEMENT
*Savannah College of Art and
Design
Atlanta, GA*

KEY SKILLS

Adobe Photoshop



Adobe In-design



Microsoft Office Suite



Adobe Illustrator



Social Media Management



Strategic Communications



Facebook and Instagram Paid Ads



VOLUNTEER

MODEL COORDINATOR
*Code Red Fashion Show
Chicago, IL + Columbia SC*

PROFESSIONAL PROFILE

Creative, resourceful and results-oriented Marketing Communications and Social Media Professional with progressive experience in social media management, product planning, and content development strategy. Experienced in translating data into desired outcomes. Enthusiastic individual with a strong project management and e-commerce background and an ability to make vision come to life.

PROFESSIONAL EXPERIENCE

JANUARY 2021 – PRESENT

FREELANCE GRAPHIC DESIGNER
Sarcastic Cosmetics / Detroit, MI

- Create engaging and on-brand graphics and video content for social and email marketing campaigns (Facebook, Instagram) increasing both sales and engagement by 10%
- Aligned products with packaging rebranding for a consistent brand story
- Create, plan and execute the brand ambassador program
- Manage project management software ClickUp and Asana
- Maintain products on Shopify
- Manage SMS messaging on Attentive increasing sales by 15%.

OCTOBER 2019 – DECEMBER 2020

MARKETING ASSOCIATE
Styled by Naida / Columbia, SC

- Created and executed the marketing and social media content calendar for all social media platforms; improved social engagement by 10% within Q1
- Managed, engaged and grew social communities on all platforms; increased sales to Shopify store by 10%
- Redesigned and implemented company brand style guidelines to ensure consistency across all branding material both in store and online
- Designed all promotional marketing collateral to advertise sales and promotions
- Improved and streamlined sales procedures instore and online

MAY 2018 – JANUARY 2019

SALES ASSOCIATE
New York & Company / Savannah, GA

- Achieved top sales lead for 3 consecutive months, resulting in adding over \$1000 of revenue to the quarter
- Helped an average of 50 customers per day by responding to inquiries and locating products
- Recommended alternative merchandise display styles to management, which were implemented and resulted in a continuous increase in sales
- Assisted team members when necessary in handling cash registers, organizing inventory room, labeling products, unloading merchandise, and cleaning up
- Built rapport with customers by offering friendly, knowledgeable and supportive customer service