

# JENNIFER MOTEN

## PROFESSIONAL PROFILE

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Newly experienced website specialist focused on updating e-commerce website for the second largest online clothing boutique in the nation in an ever changing, fast paced environment. Experienced marketing media coordinator focused in an e-commerce environment, including digital media, social media, email campaigns, google analytics, and Amazon Seller Central. Ten years of experience in merchandising, design and development for a national brand.

## PROFESSIONAL EXPERIENCE

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### Website Specialist

The Pink Lily Boutique: December 2019 - Present

Create product listings for all products on e-commerce website; ensure all data is uploaded to inventory system for custom made designs; update search categories for optimal website searchability; monitor keyword ranking and search queries to ensure top results of website; frequently update website with new photos, retiring product, featuring product; troubleshoot technical issues with platform support; ensure all company systems have correct SKU information; work with 3rd party web developers to improve website functionality

#### Additional Responsibilities:

- Create coupon and promotion codes
- Assist marketing with product or website related tasks
- Measure all incoming product for listing information
- Updates logs of product life cycle
- Minor coding involved for updating webpages
- Give all product "on brand" name and description

### Digital Marketing & Media Coordinator

Princeton Watches: October 2017 - May 2019

Develop social media and e-commerce strategy for cohesive messaging, build email newsletters for promotions and product release, create graphics for daily social media posts on Facebook, Instagram, Twitter, e-commerce site and email newsletters; edit videos for social media and e-commerce site; edit and load images for e-commerce site; photograph products and edit for various end uses; plan and create marketing calendar and promotions.

#### Additional Responsibilities:

- Create and schedule social media posts for Instagram, Twitter and Facebook
- Create Facebook & Instagram Ads
- Create strategic monthly marketing calendar for website, email and social
- Load and edit website through Shopify platform
- Manage Amazon inventory through Seller Central

## EDUCATION

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### Bachelor of Science

Textiles and Apparel

Merchandising

Western Kentucky University

Bowling Green, KY

2002-2007

## SKILLS

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- Social Media
- Email Campaigns
- Marketing Calendar
- E-Commerce
- Research & Analysis
- Clothing Design
- Merchandising
- Line Development
- Color Development
- Product Engineering
- Creative Problem Solving
- Photo-editing
- Training & Development
- Presentations
- Descriptive Writing

# JENNIFER MOTEN

## Merchandising Associate

Russell Athletic: February 2014 - March 2017

Work on the visual side of Russell Athletic Uniform Builder website; illustrate sublimation artwork and concepts on 3D rendering of custom apparel; implement artwork into the interactive platform for web and iPad using Design Tool, illustrate customizable team apparel for customer portal.

### Additional Responsibilities:

- Style and direct photoshoots to create content for 3D model for Uniform Builder
- Edit, color correct, and composite photos for Uniform Builder
- Create storyboards for accounts showcasing collections to gain business
- Ensure catalog information including images, fonts, and decoration placements are properly loaded in customer portal

## Merchandise Associate

Fruit of the Loom: September 2010 - February 2014

Research trend and market for line development of Men's and Boys' casualwear apparel inclusive of fabric, seasonal color, and findings; work with cross functional teams to ensure seasonal items align with brand strategy and consumer focus; assist sales team in sell-in of product and color by presenting at account meetings; work with manufacturing and quality on color development and consistency.

### Additional Responsibilities:

- Conduct competitive analysis and competitive shopping to identify new opportunities in the market
- Develop seasonal strategy with marketing, design, and sales teams and build "blue print" for implementing
- Prepare presentations and sell-in tools for sales account meetings
- Work with planning, marketing, and sales to analyze forecast and life cycles of products
- Request of product samples for meetings and account needs
- Cost exercises for product lines, including determining volumes, mill and size scales
- Gatekeeper of developmental calendar for cross functional teams

## Associate Designer

Fruit of the Loom: February 2010 - September 2010

Researched seasonal color trend; request product samples for meetings and account needs; submitted information to build tech packets for production; worked with manufacturing and quality on color development and consistency; managed lab dips for color and findings; built presentations for sales account meetings; cost exercises for product lines.

## Assistant Designer

Fruit of the Loom: June 2007 - February 2010

Researched seasonal trends; designed product lines for mass market accounts; cost exercises for product lines; request and prepare samples for sales meetings; assist in managing lap dips and color requests.

## Other Positions Held:

Customer Service Associate, Old Navy

October 2004-December 2013

Assistant Manager, Hibbett Sports

November 2000-October 2004

## COMPENTENCIES

- Microsoft Office
- Google Suites
- Adobe Photoshop, Illustrator, InDesign
- Google Analytics
- MailChimp
- Hootsuite
- Facebook Ads
- Big Commerce
- Shopify Plus
- Search Spring
- Amazon Seller Central
- Fontographer
- PDM/PLM
- Sharepoint
- Skubana
- SkuVault

## VOLUNTEERING

- Accelerated Reader Testing  
W.R. McNeill Elementary  
Bowling Green, KY
- Duck Duck Goose Children's  
Consignment  
Bowling Green, KY