

MICHELLE MEHRJERDIAN

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Goal to transition to a position where I can utilize and refine my experience with graphic design and marketing strategies to effectively and creatively assist sales associates and business operations I support.

Aug 2018 – Current **Merchandising Marketing Specialist - Purchasing Power**

- o Responsible for daily production and management of site category banners and marketing campaigns, as well as enhancing site content and functionality, to improve user experience, maximize customer conversion, and drive direct sales across all devices
- o Develop creative briefs for category banners, landing pages and brand stores as well as maintain planning calendars
- o Manage planning, production and launch of category banners and marketing campaigns for company site
- o Work collaboratively with creative and merchandising teams, tracking status of projects, ensuring communication to relevant cross-functional teams, and quality assurance of assets on site
- o Worked with creative team to update visual navs across all categories in order to improve online merchandising of the site
- o Assist in driving online conversion through optimization of online category pages through development of category specific content, including landing pages and brand stores
- o Maintain monthly reports related to onsite performance of category banners using Adobe Analytics
- o Assist with quality control on site efforts for all marketing campaigns
- o Request promo codes on a biweekly basis as well as QC codes once they are created

Aug 2014 – July 2018 **Marketing Coordinator/Designer – Bull Realty**

- o Supported a team of fifteen commercial real estate agents with creative design material to market and acquire listings primarily using Adobe InDesign and Illustrator; Utilize Adobe Photoshop to edit photos for better quality images
- o Created graphics for post card mail-outs as well as graphics to feature on the carousel of our site homepage
- o Created logo for company 20th year anniversary to be featured on marketing material
- o Created 2018 Bull Realty company trifold and redesigned template for NNN listings
- o Created standard brochure templates for all sectors
- o Managed all social media accounts including Facebook, Twitter and LinkedIn
- o Uploaded marketing and property listings onto preeminent real estate websites that provide service to prospective tenants in search of available commercial space
- o Created campaigns and sent e-mail blasts to potential clients, primarily using Mailchimp

Feb 2014 – July 2014 **Photographer & Graphic Designer - Ace Industries *Part Time***

- o Photographed crane and hoist replacement parts using a webcam and an application designed by the IT team; uploaded photos directly to the e-commerce store
- o Manipulated all pictures to include scale references and watermarks with Adobe Photoshop before uploading them onto the Ace Industries website
- o Created HERO banners as advertisements that cycled on the main view of the Ace Industries e-commerce homepage using Adobe Photoshop/Illustrator

May 2013 – Aug 2013 **Graphic Designer - Athens Passport Magazine *Summer Intern***

- o Designed advertisements and coupons for local Athens companies using Adobe Illustrator and Photoshop; created layout of magazine using Adobe InDesign
- o Uploaded all ads to Athens Passport Magazine website and mobile app; sent weekly push notifications for the mobile app

EDUCATION

General Assembly

HTML/CSS Bootcamp
6 Credit Hours
March 17, 2018

UX Design Bootcamp
6 Credit Hours
January 20, 2018

Visual Design
32 Credit Hours
October 2-November 29, 2017

Digital Marketing 101
2 Credit Hours
July 27, 2017

University of Georgia

Bachelor of Science in Family
and Consumer Sciences
Graduate of 2013

Major: Consumer Journalism

Minor: Spanish

Hope Scholarship Recipient

SKILLS

Design

Adobe Photoshop, InDesign,
Illustrator and Sketch

E-mail marketing

MailChimp, Constant Contact

Microsoft Office

Word, Powerpoint,
Excel, Outlook

Social Media

Hootsuite, Facebook, Twitter,
LinkedIn, Instagram, Snapchat

Languages (Fluent)

English, Spanish

CERTIFICATIONS

Hootsuite Social
Media Marketing

HOBBIES

Atlanta United FC Founding
Member & Season Pass Holder
Soccer in the Streets player
Sons of Pitches Soccer player
Walks with my basset lab, Toby!
Live music
Bike rides