

MICHELLE MEHRJERDIAN

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

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

- Responsible for daily production and management of site category banners and marketing campaigns as well as maintaining planning calendars
- Enhance site content and functionality to improve user experience, maximize customer conversion, and drive direct sales across all devices
- Enhance customer shopping experience by optimizing internal site search performance through Unbx
- Optimize site merchandising and product recommendations based on personalized user behavior through Certona
- Participated in testing and UAT sessions for all phases of Certona implementation
- Assist in driving online conversion through optimization of online category pages and development of category specific content, including landing pages and brand stores
- Owner of brand store launches and updates as well as product launches
- Work collaboratively with creative and merchandising teams, developing creative briefs for site content, tracking status of projects, ensuring communication to relevant cross-functional teams, and quality assurance of assets on site
- Maintain monthly reports related to onsite performance of category banners and brand store pages using Adobe Analytics; Optimized category banner tagging in order to improve reporting capabilities
- Build and edit templates with containers of content and images through SAP Commerce SmartEdit (CMS)
- Assist with quality control on site efforts for all marketing campaigns
- Request and QC of new promo codes on a biweekly basis
- Worked with creative team to update visual navs across all categories in order to improve online merchandising of the site

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

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

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

- 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
- Manipulated all pictures to include scale references and watermarks with Adobe Photoshop before uploading them onto the Ace Industries website
- 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***

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

EDUCATION

University of Georgia

Bachelor of Science in Family and Consumer Sciences
Graduate of 2013

Major: Consumer Journalism

Minor: Spanish

Hope Scholarship Recipient

CONTINUING 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

SKILLS

Tools

Certona, Unbx, Workfront, Slack, Trello

Design

Adobe Photoshop, InDesign, Illustrator, XD; Sketch

E-mail marketing

MailChimp

Microsoft Office

Word, PowerPoint, Excel, Outlook, Teams

Social Media

Hootsuite, Facebook, Twitter, LinkedIn, Instagram, Snapchat

Languages (Fluent)

English, Spanish

CERTIFICATIONS

Hootsuite Social Media Mktg

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