

NADRIA SENOUSSI

PROFESSIONAL SUMMARY

Hardworking, highly motivated professional eager to lend combined knowledge and skills to enhance business performance. Operates well in both individual and team capacities, leveraging seasoned work ethic to quickly adapt to different processes and drive company objectives. Resourceful and results-driven with a passion for growth and efficiency to meet company needs and increase service value. Ambitious individual with strong organizational and multitasking skills, as well as an aptitude for technology. Ready to apply knowledge and skills to any challenge.

EXPERIENCE

Brand Ambassador

September 2023 - Present | SV Promotions

- Conducted product sampling and engaged with customers to promote brand awareness and increase sales.
- Collaborated with store management and staff to ensure proper product placement and visibility.
- Provided exceptional customer service by answering inquiries, providing product recommendations, and addressing any concerns.
- Generated insightful reports on customer feedback, sales trends, and competitor activities to inform marketing strategies.
- Fostered positive relationships with store staff, management, and customers to enhance brand loyalty and drive repeat business.

Marketing Director

September 2023 - February 2024 | SRQ Women's Expo

- Curated non-profit events and fashion shows.
- Designed promotional materials such as brochures, flyers, posters, and web banners.
- Developed digital and traditional marketing campaigns across multiple platforms.
- Identified, created, and managed opportunities for lead generation resulting in long-term growth.
- Established and maintained strong brand identity through all marketing efforts and initiatives.
- Negotiated contracts with vendors or distributors to manage product distribution.

CONTACT



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SKILLS

- Goal-oriented mindset
- Effective networking abilities
- Adaptable personality
- Project management experience
- Exceptional communication
- Content creation proficiency
- Event management experience
- In-depth product knowledge
- Emotional intelligence
- Sales and negotiation tactics
- Team leadership qualities
- Time management mastery
- Client relationship building
- Brand awareness development
- Attention to detail
- Strong interpersonal skills
- Excellent public speaking
- Social media expertise
- Creative problem-solving
- Strategic planning capabilities
- Efficient
- Resourceful

Artistic Director

April 2023 - December 2023 | Collective Meets, Tampa

- Curated marketing emails for clients regarding events, promotions, and new products.
- Assessed talent needs across multiple departments.
- Negotiated contracts and communication with all talent involved in productions.
- Oversaw production schedules ensuring timely completion of tasks while maintaining quality control standards.
- Collaborated with marketing teams to create innovative promotional campaigns for productions.

Sales Specialist

May 2022 - January 2023 | The Spice and Tea Exchange, Sarasota

- Handled back stock inventory organization and restocking of back room and storage facilities.
- Assisted in training new sales representatives on proper sales techniques and methods.
- Closed sales deals efficiently, exceeding sales targets and quotas consistently.

Beauty Advisor

April 2020 - February 2022 | Sephora, Sarasota

- Developed long-term relationships with clients to drive repeat business.
- Performed demonstrations to educate clients on products to help them achieve their desired look.
- Conducted in-depth consultations with customers to assess their needs and preferences.
- Organized promotional displays and events to promote product sales.

Brand Ambassador/Keyholder

April 2020 - October 2020 | Forever 21, Sarasota

- Completed retail management training to train employees.
- Open and close the store an average of five days a week.
- Managed and coordinated bank deposits and paperwork.
- Tracked store appearance and performed adjustments to uphold store standards.

Social Media Manager

January 2020 - October 2020 | CarmaCorps

- Managed content creation, curation and scheduling for multiple social channels including Facebook, Twitter, Instagram, Pinterest and LinkedIn.
- Published content that aligned with brand to build connections and encourage positive action.

- Planned and executed social media vision, driving brand discovery and customer engagement.
- Connected with current and prospective customers, actively replying to brand mentions and direct messages.

Shift Manager/Keyholder

March 2017 - July 2020 | Plato's Closet, Bradenton

- Worked cooperatively with the Manager and coworkers to accomplish sales goals.
- Handled back stock inventory and partnered in the decision of buying new inventory.
- Responsible for cataloging and pricing products.
- Ensured shift employees perform their tasks and stay on point.
- Assisted in marketing product layouts and promotions on social media including modeling in-store attire
- Organized sales events to bring in new clients.

CERTIFICATIONS

- Foundations of Digital Marketing and E-Commerce, Coursera, 02/2023
- Attract and Engage Customers with Digital Marketing, Coursera, 02/2023