

ABOUT ME

A detail oriented individual blending educational background in business with passion for sports product and marketing. Known for proven track record in executing projects, market research, and ability to communicate in a variety of business settings.

EDUCATION

 *University of Oregon*
BS- Business & Economics
3/2016

 *University of Dayton*
MBA- Marketing
4/2020

 *Pensole Footwear Academy*
Brand Design – Certificate
6/2016

Skills

Proficient:
CMS, AEM, Asana

Moderate:
Keynote, Sprinklr, Excel,
Monarch

Knowledgeable:
SAP, Photoshop, Lightroom,
Air Table

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OBJECTIVE

Seeking opportunity to leverage career in digital marketing using consumer behavior insight, branding, project management, and storytelling skill set.

EXPERIENCE



DIGITAL ASSET MANAGER- (4/2018 - PRESENT)

- Manage all aspects of content production for SNKRS App.
- Feed management and launch operation support.
- Project management of season assortment operations through Asana.
- Ensure smooth launch execution through clear communication and planning.
- Enhance consumer experience through consistent storytelling across channels.
- Provide insight on consumers, market, and digital trends.
- Content feedback and QA through personal brand passion and knowledge.
- Work independently in balancing workload in conjunction with production schedules of multiple projects with tight deadlines.
- Membership global content authoring for Nike App.



ASSISTANT STORE MANAGER - (1/2012 - 4/2017)

- Assist in the development, training and management of assigned team.
- Schedule employees, maintain inventories, conduct physical inventories, maintain store appearance and complete day-to-day paperwork as directed by Store Manager.
- Coach personnel on "opportunities" with key sales and reputation metrics.
- Perform role plays with personnel on a regular basis to improve interactions with customers.



BRAND MARKETING COORDINATOR - (5/2013 - 8/2016)

- Develop and execute marketing strategies that increase identity and brand awareness of company and events.
- Provide diversity recruiting to make events more equally represented.
- Maintain great communication and relationships with vendors to get critical input on how events can be improved.
- Improved work processes through tracking and reporting of client feedback.
- Produced written & visual content for Instagram, Facebook & Twitter.



STORE ATHLETE – (9/2011 – 2/2013)

- Utilize customer service skills, sales techniques, and product knowledge.
- Connect customers with the right product and drive sales.
- Perform merchandising duties, such as build displays that connect and engage with consumers.

PROJECTS/CAMPAIGNS

XA/XP Expansion: Managed content readiness for Geo expansion. Directed CMS training for APLA authors. Created training documentation for APLA authors.

CMS Conversion: Managed AEM to CMS thread conversion. Conducted thread testing. Converted 100+ styles to CMS with on time delivery.