

MAYA MITCHALL

CONTACT

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EDUCATION

North Carolina State University
Aug 2020 – May 2024
B.S. Fashion and Textile Management
Concentration: Brand Management
and Marketing
Minor: French
Summa Cum Laude

SKILLS

- Google Suite, Microsoft Office
- Search Engine Optimization (SEO)
- Social Media (Instagram, Facebook, Twitter, Pinterest)
- Canva, Weebly, Wix, Mailchimp
- Photography
- Adobe Creative Cloud
- Adobe Analytics, Tableau
- French Language (Advanced)
- Shopify, Cision, Meltwater, TVEyes

HONORS & AWARDS

Donald F. McCullough Award (2024)
Outstanding Club Officer (2023 & 2024)
Wilson College of Textiles Centennial Scholarship Recipient (2020-Present)
Panhellenic Outstanding First Year Scholarship Award (2021)
University Scholars Program (2020-2024)
Scholastic National Gold Medal Award Recipient in Photography (2020)

WORK EXPERIENCE

Merchandise Marketing Assistant, Home – Bloomingdale's

New York, NY, Sep 2024 – Present

- Develop, pitch, and execute 360-degree co-op marketing plans for over 20+ vendors to support key brand initiatives
- Construct cohesive digital and print marketing assets for major promotional sales
- Revitalized national promo email marketing strategy which increased engagement rate per email by +15% and drove over \$10k demand
- Leverage Adobe Analytics, Microsoft Excel, and Tableau to pull brand/category performance metrics, synthesize data for future marketing strategic planning

Loyalty Marketing Intern – Bloomingdale's

New York, NY, Jun 2023 – Aug 2023

- Collaborated to conceive two 360-degree marketing campaigns, including events, activations, partnerships, and site merchandising
- Analyzed loyalty performance data using Microsoft Excel and Adobe Analytics
- Strategized with cross-functional partners to problem-solve and ideate innovative solutions for the Loyallist Program

Marketing & Event Planning Intern – Boutique Nadine

Florence, Italy, Feb 2023 – May 2023

- Planned and executed a pop-up event including promotional strategies, vendor coordination, and event set-up
- Generated marketing content for brand efforts using Canva and Mailchimp

Leased Operations Intern – Saks Fifth Avenue (Saks.com)

New York, NY, Jun 2022 – Aug 2022

- Researched and procured 12 new targeted brands in key categories for Saks's online marketplace
- Supported team by quickly learning and improving existing merchant organizational systems, platforms, and trackers

Marketing & E-Commerce intern – Dress Raleigh

Raleigh, NC, Jan 2022 – May 2022

- Managed new content and online inventory using Shopify
- Created appealing product descriptions and SEO copywriting to drive traffic

Public Relations Intern – Eckel & Vaughan

Raleigh, NC, Jul 2021 – Nov 2021

- Executed social media campaigns for Twitter, Facebook, and Instagram including creating editorial calendars, social media posts, virtual events, and blog posts
- Monitored client press coverage for competitive analysis