

# MAYA MITCHALL

## 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

## CONTACT

PHONE:  
917-751-2342

EMAIL:  
[mkmitchall@gmail.com](mailto:mkmitchall@gmail.com)

WEBSITE:  
[mayamitchall.wixsite.com/portfolio](http://mayamitchall.wixsite.com/portfolio)  
[www.linkedin.com/in/mayamitchall/](http://www.linkedin.com/in/mayamitchall/)

## 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, TVEye

## 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)**