



Marti Rose Shanker

EDUCATION

Fashion Institute of Technology

Aug. 2015 - May 2019

- Bachelor of Science, International Fashion Business Management
- Double Minors in: Art History & Italian Studies
- Presidential Scholars Honors Program; Dean's List; Magna Cum Laude; GPA 3.82

Polimoda

Aug. 2018 - May 2018

- Studied for an academic year at the International Institute of Fashion Design & Marketing
- President of FIT in Florence: Florence Abroad Student Activities

PROFESSIONAL SKILLS

- Adobe Creative Suite: Photoshop, Lightroom, Illustrator
- Microsoft Office 365: Access, Excel, Outlook, Powerpoint, Word
- Data: Comscore, Heap Analytics, Listrak, Google Analytics, Tableau, Looker
- SMS/Email Marketing: Klaviyo, MailChimp
- CMS software: Shopify, WebDam, Pink
- Social: Aspire IQ, Hootsuite, SproutSocial, Curalate, Later
- Project Management: Slack, Dropbox, Asana
- Paid Social: Facebook Ad Manager, Business Manager
- Web: HTML, CSS
- Certifications:
 - JDA Enterprise Planning
 - Google Analytics 2020

PORTFOLIO

- martirose.com
- [@thesundayfive](https://www.instagram.com/thesundayfive)

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WORK EXPERIENCE

Freelance (Self-Employed)

New York, NY

Web Designer, Brand Manager, Partnerships Director

Mar. 2020 - Current

- Designs and develops seamless website designs for fashion and lifestyle companies
- Builds e-commerce platforms with optimized SEO and regularly analyzes A/B testing with abandoned carts and on-site campaigns
- Executes influencer coordination and models for campaigns

Warp + Weft

New York, NY

Brand Building Coordinator

Dec. 2019 - March 2020

- Grew influencer-driven marketing by 150% for a higher ROI in brand and product awareness
- Introduced their first giveaway promotion to increase customer email acquisitions, meeting 100% for achieved goals
- Regulated all gifting logistics, from warehouse stock, tracking, and relationship management for clientele

Moda Operandi

New York, NY

Digital Merchandising Assistant

Aug. 2019 - Oct. 2019

- Collaborated with cross-functional teams and vendors to achieve timely deadlines for limited-edition orders
- Ran weekly selling reports to analyze customer buying patterns for various product categories including Designer Couture and RTW, Accessories, Trunk Show, and Boutique
- Compiled market prep trend analysis for purchase orders on the CMS software

goop.com

New York, NY

Brand Partnerships and Ad Sales Intern

Jan. 2019 - May 2019

- Analyzed project impacts through web analytics in Microsoft Excel, which led to the brand partnerships garnering a higher click-through and impression rate
- Compiled digital analytical reports using Google Analytics and Looker for logistics and visitor insights in table formats
- Completed market research on competitive publishers' or potential clients' campaigns and organized wrap-up reports

Otherland

New York, NY

Marketing and Content Intern

Sept. 2018 - Dec. 2018

- Managed marketing strategies for luxury candle brand targeted toward fashion-conscious clientele
- Constructed visuals for omni-channel social media campaigns, helping increase follower count by up to 7% in 4 months
- Initiated and established multiple B2B partnership efforts including a successful event campaign with Pop Physique