

Samantha Wright

Seeking an apprenticeship in Digital Marketing

PROFESSIONAL EXPERIENCE

Sales Assistant Jan '24 - Present

STARBUCKS Los Angeles

- **Prioritizing Tasks:** At the start of each shift, I prioritize tasks based on their urgency and importance. This includes preparing the sales area, restocking shelves with fresh goods, and setting up displays to attract customers.
- **Customer Service Management:** I focus on providing prompt and friendly customer service while managing lines effectively. This involves greeting customers, taking orders accurately, and processing transactions efficiently to minimize waiting times.
- **Inventory Management:** I regularly monitor inventory levels and inform the production team when stocks are running low. This proactive approach ensures that we have sufficient products available throughout the day to meet customer demands.
- **Multitasking:** I handle multiple tasks simultaneously, such as assisting customers while keeping an eye on inventory levels and ensuring the cleanliness of the sales area.
- **Effective Communication:** I communicate any issues or customer feedback promptly to my supervisor to ensure quick resolutions, to maintain customer satisfaction, and facilitate effective team collaboration.

Personal Assistant Feb '22 - Dec '23

HRM Corporation Venice Beach

Organizational Skills:

- Managed complex calendars efficiently by implementing MS Outlook
- Optimized workflow efficiency by 25% utilizing Kanban boards for task organization
- Implemented data validation processes in MS Excel to ensure accurate record-keeping

Communication Skills:

- Demonstrated excellent verbal and written communication skills through client correspondence
- Enhanced client satisfaction ratings by 20% by effectively communicating with stakeholders via email correspondence
- Utilized customer satisfaction surveys to measure the impact of fostering positive relationships

Administrative Skills:

- Created impactful communication documentation through proficient use of MS PowerPoint
- Improved client engagement by formatting and editing marketing documents using Adobe Acrobat and MS Word

EDUCATION

DIGITAL MARKETING Present - Dec '25

OpenClassrooms California

Projects: to be achieved

- Pitch Marketing Solutions to an Energy Company
- Identify Target Customer Groups for a Line of Home Cooking Kits
- Collect User Data and Optimize User Experience to maximize Conversion
- Audit the Website of a Small Local Business to optimize Their SEO
- Upgrade the App Store Page for a SaaS Invoicing App
- Create a Campaign to Advertise a New Fragrance for a Luxury Brand
- Develop a Nonprofit's Social Media Engagement Strategy

BA in MEDIA STUDIES Oct '21 - Jan '23

UC Berkeley California

- Digital Studies
- Media writing and journalism
- Qualitative and quantitative research techniques and survey design
- Global Cultural Studies

CONTACT

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SUMMARY

Conscientious marketing student seeking an employer to support a **Digital Marketing apprenticeship**. Committed to leveraging knowledge gained from **OpenClassrooms'** training to tackle marketing challenges with creativity and innovation.

HOBBIES AND INTERESTS

- **Kite surfing:** Regional champion in 2016 and 2017
- **Yoga and Pilates** instructor at the Venice Health Center
- **Black belt in JKD** with 10 years studies at the Inosanto Academy
- **Manga fan:** Yoshitoki Ōima, Hirohiko Araki, Tite Kubo