

Brittany Heath

CONTACT

PHONE:
(678)615-1784

WEBSITE:
<https://www.linkedin.com/in/brittany-heath-a1174614b/>

EMAIL:
Bheath20@student.scad.edu

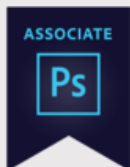
SKILLS

Computer Skills

- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office
- Global Social Media Platforms (WeChat, YouTube, Instagram, Snapchat)
- Content Management

Professional Skills

- Creative Presentations
- Digital Marketing Analytics
- Content Planning



EDUCATION

Savannah College of Art and Design

September 2017 – June 2021

Major:

Business of Beauty and Fragrance

Minor:

Graphic Design

Experience

- **Social Media content creation, planning, and analytics**
- **360 Product marketing campaigns, New product development and package design**
- **Graphic design, creative content development, dynamic presentations (Photoshop, Illustrator, Adobe, PowerPoint)**

WORK EXPERIENCE

Fabnthick Boutique | Social Media Content Coordinator

August 2014 – Present

- Developed creative content resulting in 6000+ followers
- Designed 100+ promotional photos for Instagram page to optimize Fabnthick brand aesthetic online
- Managed content calendar to optimize traffic

Copper Closet | Sales Associate

February 2019 – Present

- Maintained visual presentation of women's wear department to optimize traffic and increase sales
- Provided personal customer service to drive conversion to sales

Gap | Sales Associate

October 2018 – Present

- Assisted in customer experience to improve store's conversions
- Promoted in-store sales daily to meet and maintain store goals

Old Navy | Sales Associate

June 2017 – Jan 2019

- Assisted in customer experience to improve store's conversions
- Promoted in-store sales daily to meet and maintain store goals

VOLUNTEERING / EXTRACURRICULARS

SCAD 2018 Career Fair | Assistant

February 22, 2018

- Act as liaison between Randa Accessories and SCAD during Career Fair
- Assisted visiting corporations to create an efficient, positive experience for students and employees
- involvement