

EMILY KOGAN

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PROFESSIONAL SUMMARY

A passionate and dedicated marketing student with 6 years of sales experience, a solid foundation in marketing principles and a keen eye for consumer insights. I have the skills and knowledge to develop and implement effective brand strategies that drive business growth. I am confident I am the ideal candidate to join your brand management team.

SKILLS

- Careful attention to detail
- Collaborative and self-motivated
- Professional and articulate communication
- Strong analytical and problem-solving skills
- Marketing campaign Planning
- Market research and analytics
- SEO and Social Media Marketing
- Proficient in Word, Excel, and PowerPoint
- Experienced in Adobe Creative Cloud

WORK HISTORY

T-BOOTH

Sales Associate | May 2021 - August 2022

- Developed and executed sales strategies resulting in consistent overachievement of monthly sales targets by 20%, leveraging exceptional communication skills and compelling product demonstrations.
- Built strong customer relationships by demonstrating a professional demeanor, gaining trust and confidence, and delivering persuasive messaging, driving brand loyalty and repeat business.
- Ensured a superior customer experience by maintaining a clean and organized store environment, optimizing visual merchandising, and delivering exceptional service standards aligned with brand guidelines.
- Actively collaborated with cross-functional team members to drive sales performance, leveraging strong teamwork, leadership, and recognition of top-performing sales associates to achieve daily and monthly sales targets, fostering a collaborative and results-driven culture.

SUNGLASS HUT

Sales Associate | April 2018 - May 2021

- Leveraged customer behaviour insights to develop and implement data-driven marketing strategies that resulted in a remarkable 200% increase in sales of complementary items, driving revenue growth and enhancing brand positioning.
- Conducted thorough customer needs assessments and effectively utilized suggestive selling techniques to drive sales, delivering exceptional customer service and maximizing upsell opportunities to optimize revenue generation.
- Actively participated in training sessions for new employees and provided ongoing support to team members, leveraging strong coaching and mentoring skills to foster a high-performing team culture and drive sales excellence.
- Thrived in a self-directed work environment, demonstrating strong organizational and decision-making skills to effectively manage day-to-day operations, prioritize tasks, and drive results, showcasing a proactive and accountable approach to achieving business objectives.

EDUCATION

BUSINESS MARKETING CO-OP PROGRAM Marketing

Georgian College

Barrie, ON

- Term Dean's List for semester one and two in 2023, showcasing academic excellence and commitment to achieving high standards of performance.
- Completed coursework in Marketing Research, Marketing Planning, Presenting, and Digital Marketing in 2023, gaining in-depth knowledge and practical skills in key marketing areas, including consumer insights, strategic planning, and digital marketing strategies, to drive brand positioning and revenue growth effectively.