



Chloe Christensen Coleman

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Employment

SMARTIFY MEDIA | *Miami, FL* | **Digital Media Analyst** (2022-present)

- Manage digital display network on CMS platforms; programmatic ad campaigns via multiple DSPs
- Digital advertising; placement, content conception and creation, campaign analytics/reporting
- Web and app development, customer success, info guides, marketing emails, social media

NEO NYC, INC. | *Miami, FL* | **Digital Marketing & Graphic Design** (2020-2022)

- Head of marketing for multiple fashion brands, SEO, social media, successful digital ad campaigns
- E-commerce, web development and design, lifestyle and product photography/video
- DTC and B2B sales, order fulfillment, inventory management, customer service, trade shows

PETAL BRANDS | *Austin, TX* | **Graphic Designer** (2019)

- CBD startup; head of social media, set up/managed all accounts, created/posted content
- Designed product mockups/packaging, wrote product descriptions, finalized logos

KREWE DU OPTIC | *New Orleans, LA* | **Planning Intern** (2018)

- Assisted customer service; customer calls, returns/refunds, e-commerce and gift card issuing
- Assisted the director; order fulfillment, inventory, optical/sunglass repair, Excel reporting

STRONG BOALT | *Palm Beach, FL* | **Marketing & Sales Intern** (2017)

- Managed inventory through Excel; organized merchandise and stocked office displays
- Searched for and identified potential wholesale customers; cold called with high success rate

Education

Tulane University (2016-2020)

New Orleans, LA

Bachelor of Studio Art with focus in Digital Art

• Minors in Psychology and Art History

University of Southern California (2016)

Los Angeles, CA

College credit towards psychology minor

Exhibitions

Fossil Free Festival (2020)

Hosted by non-profit, Antenna

Carroll Gallery (2020)

Tulane University BA Exhibition

Skills/Software

- Adobe Creative Suite, Canva, Vimeo, Rhino, Shopify, Squarespace, Wordpress, Bubble
- Front-end development, app and web design, SEO, HTML, CSS, Processing (programming)
- Digital advertising, social media, content creation, photography/video, copywriting
- Concept development and product mockups; print production: POP, large format, clothing

Hobbies/Interests

Travel, tennis, golf, waterskiing, scuba diving, comedy, horticulture, painting, engraving, welding