

JALAUNA GHOLAR

SR. ACCOUNT MANAGER



ABOUT ME

I am an experienced digital app manager seeking a position in marketing where I can challenge thinking with creative & innovative problem solving. Applying my knowledge of market research, consumer insights, storytelling, project management, cross-functional support, and digital analytics to propel business and team towards success.



EDUCATION

UNIVERSITY OF DAYTON

2018 - 2020 | Master of Business Administration

UNIVERSITY OF OREGON

2013 -2016 | B.S: Business & Economics



SOFTWARE

CMS	Air Table
Microsoft Office	Photoshop
Sprinklr	SAP
AEM (CQ5)	Monarch
Keynote	Asana



SKILLS

Project Management	●●●●●
Digital Marketing	●●●●●
User Experience (UX)	●●●●●
Forecasting	●●●●●
Consumer Trends	●●●●●



CAMPAIGNS/PROJECTS

Nike Campaign Highlights

- In Memoriam: Kobe Bryant
- You Can't Stop Sport
- The Comeback
- LeBron Watch
- Jordan Brand: All Star Weekend



EXPERIENCE

App Operations Sr. Acct Manager

Nike: 1/2021 - Present



- Manage digital campaigns of Nike Apps & Snkrs from operational POV.
- Ensure process is followed by all stakeholders throughout the project lifetime.
- Track and report on campaign app performance.
- Manage multiple projects of various scopes with differing and converging timelines.
- Deep understanding of digital, commerce, and internet concepts, including latest online community, trends, user experience best practices, and technology jargon.

Sr. Technical Producer

Nike: 4/2018 - 12/2020

- Managed digital content production for Nike Apps, .Com, & Email
- Work cross-functionally with brand marketing, product, digital design, SEO, and localization to develop go-to-market strategy.
- Project management of seasonal assortment to ensure precise merchandising distribution and asset delivery for opt'd in geos.
- Provide consumer, market, and digital trends insight based on app KPI's.
- Manage teams in AirTable, Sprinklr, & Asana

Account Executive

Comcast: 4/2017 - 4/2018

Assistant Store Manager

AT&T: 1/2015 - 4/2017

Sales Consultant

AT&T: 8/2012 - 4/2015

Brand Marketing Coordinator

DunkXchange: 5/2013 - 8/2016

Store Athlete

Nike: 9/2011 - 2/2013

