

Jaimie O'Rourke

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Jaimieorourke.com

DIGITAL MEDIA AND MARKETING COORDINATOR

Cosmetic / Beauty / Interior Industry

Highly motivated and creative digital media and marketing coordinator experienced at building brands and understanding consumer behavior. Adept at trend forecasting and contributing insights to increase brand visibility and profitability. Collaborative leader, skilled in team development and management. Organized and efficient, recognized for ability to manage multiple concurrent tasks and provide superior customer service.

Product Development | Social Media Advertising | Video Editing – iMovie | Graphic Design – Photoshop
MAC | Microsoft Word, Excel, PowerPoint | Acclamare | Klaviyo

EXPERIENCE

Digital Marketing Coordinator:

Vasesource, Fairfield, NJ

2023-Present

- Enhance company's digital presence and drive customer engagement through trend analysis and content creation, increasing online visibility and effective product promotion.
- Monitor market trends, seasonal changes, and customer preferences to identify product opportunities and provide strategic insights to product development team.
- Capture and edit high-quality images to create visually appealing product listings on website. Craft engaging product descriptions to enhance customer understanding and drive sales.
- Maintain product inventory database using Acclamare software. Collaborate with inventory team to reduce order processing times and minimize out-of-stock instances for website orders.
- Develop and publish product-related blog content to enhance search engine visibility. Conduct keyword research and optimize content, improving SEO rankings and increasing organic traffic.
- Manage and maintain presence on multiple social media platforms. Create and schedule content and foster active online community, resulting in higher engagement and increased brand visibility.
- Execute email marketing campaigns using Klaviyo platform to engage with subscribers and drive sales, leading to improved customer retention and increased sales conversions.

Creative Director (Remote):

Gelab Cosmetics LLC, Piscataway, NJ

2017-2023

- Served as key member of team growing small cosmetic brand, Beetles Gel Polish, from start up to current top seller on Amazon USA and International, applying cosmetic industry expertise and product development creativity.
- Provided crucial input on design elements, logo, and other branding tools.
- Collaborated with design team to produce new, themed, in demand, trending seasonal products.
- Managed brand's social media accounts: produced content daily including product images, video tutorials, customer service and promotional discounts to increase sales monthly.
- Contributed insights on American culture and market to China-based company to increase success and profitability in US.
- Maintained all product listing descriptions on retail website and Amazon shop.

Reservation & Dispatcher Coordinator (Remote):

North Jersey Pet Sitters

2021-2023

-Scheduled high volume of professional pet care services using Time To Pet software, while providing thorough and responsive customer service. Directed and coordinated team of 25.

Social Media Coordinator:

DePasquale The Spa, Morris Plains, NJ

2015-2017

-Managed social media content to market services and promotions for upscale day spa, utilizing Instagram, Facebook, email blasts, and web design services.

-Directed all promotions, events, and employee activities. Provided excellent customer service.

-Designed layout, film content, and edit television screen ads to engage customers.

EDUCATION

Bachelor of Arts Degree: *William Paterson University, Wayne, NJ, 2016*

Associate of Applied Science in Digital Media: *County College of Morris, Randolph, NJ, 2014*