

EBEN PARRY

Marketing/Social media Management

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Leduc Alberta, 19 sweetberry
cove
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PROFESSIONAL SUMMARY

A Dedicated professional with a proven track record in social media management, e-commerce advising, and digital marketing. Expertise in devising and executing strategies that drive online engagement, enhance brand visibility, and maximize sales. Skilled in leveraging social platforms, optimizing e-commerce operations, and implementing targeted marketing campaigns to achieve business objectives efficiently

EXPERIENCE

Mosaic—E commerce Advisor

December 2023 - PRESENT

- **Strategic Planning:** Developing e-commerce strategies aligned with business objectives.
- **Market Analysis:** Conducting market research and competitor analysis to identify trends and opportunities.
- **Platform Selection:** Recommending suitable e-commerce platforms and technologies..
- **Conversion Rate Optimization (CRO):** Implementing strategies to increase sales and improve conversion rates.
- **SEO and SEM:** Enhancing online visibility through search engine optimization and search engine marketing techniques.
- **Digital Marketing:** Planning and executing digital marketing campaigns (email, social media, PPC) to drive traffic and sales.
- **Customer Relationship Management (CRM):** Implementing CRM systems to manage customer interactions and data effectively.
- **Compliance and Security:** Ensuring e-commerce operations comply with legal requirements and maintaining website security.

Nothing to Something,— Social Media Coordinator

June 2021 - May 2023

- **Content Creation:** Develop engaging content for social media platforms (e.g., Facebook, Instagram, Twitter) that aligns with the brand's voice and goals.
- **Community Management:** Monitor, respond to, and engage with followers and fans across various social media channels to build relationships and enhance brand loyalty.
- **Campaign Management:** Plan, execute, and manage social media campaigns and promotions to increase brand awareness, drive traffic, and achieve marketing objectives.
- **Social Media Monitoring:** Monitor social media channels for trending topics, news, and mentions of the brand or relevant keywords; leverage

SKILLS

Integrated Accounting Systems.

Consultative sales.

Effective Communication.

Client Service.

AWARDS

Alexander Rutherford
Scholarship

Honor Roll

Top sales Associate of the
Quarter x3 times

insights to inform strategy.

- **Analytics and Reporting:** Track and analyze social media performance metrics using tools like Google Analytics, Facebook Insights, or native platform analytics; prepare reports and recommendations for
- continuous improvement.
- **Strategy Development:** Contribute to the development of social media strategies and tactics that support overall marketing and business goals.
- **Content Calendar Management:** Maintain and update a content calendar to ensure a consistent posting schedule and timely content delivery.
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Husky,— Assistant Manager

August 2020 - November 2023

- **Operational Oversight:** Supervise daily store operations to ensure efficiency and compliance with company policies and standards.
- **Team Leadership:** Provide guidance and direction to store employees, fostering a positive work environment and promoting teamwork.
- **Customer Service Excellence:** Ensure exceptional customer service delivery by coaching staff and resolving escalated customer issues.
- **Inventory Management:** Monitor and manage inventory levels, ordering supplies as needed and minimizing shrinkage.
- **Sales and Revenue Generation:** Drive sales initiatives and promotional strategies to achieve revenue targets and enhance profitability.
- **Training and Development:** Train new hires and conduct ongoing training sessions to enhance team performance and product knowledge.
- **Financial Management:** Assist in budgeting and cost control measures, contributing to overall profitability.
- **Safety and Compliance:** Maintain a safe working environment by adhering to safety protocols and ensuring regulatory compliance.

Sportchek,— Sales Associate

June 2021 - September 2023

- **Product Knowledge:** Having a thorough understanding of the products sold in the store, including sports equipment, apparel, and footwear.
- **Sales Goals:** Meeting or exceeding sales targets by recommending products, upselling, and cross-selling to maximize revenue.
- **Store Maintenance:** Ensuring the store is clean, organized, and well-maintained to provide a pleasant shopping experience.
- **Inventory Management:** Assisting with receiving shipments, stocking shelves, and maintaining accurate inventory levels.
- **Cash Handling:** Processing transactions accurately and efficiently using point-of-sale (POS) systems.

- **Team Collaboration:** Working closely with team members to achieve store goals and foster a positive work environment.
- **Promotions and Events:** Supporting promotional activities, sales events, and product launches to drive traffic and sales.
- **Customer Engagement:** Engaging customers on the sales floor, answering questions, and resolving any issues or concerns.

EDUCATION

University of Alberta, — *Commerce: Major Marketing*

MONTH 2022 - MONTH 2026.

Highlight Courses taken: stats 161, Mark 301, Mark 432, Acc 311, B Law, SEM 310

Current GPA 3.4

Leduc Composite High School, — *Diploma*

September 2017 - December 2020

Graduated with Honors