

Jennie Leonora Linhares

Buyer & Product Manager

Experienced Sales Professional with Strong Marketing Experience. Globally Focused with a Proven Entrepreneurial Spirit. Skilled in Negotiation, Financial Planning, Business Law, and Google Analytics. Strong sales professional graduated from Suffolk University - Sawyer Business School



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SKILLS

Shopify & Magneto

Profits & Losses

Business Law

Supply Chain

Quality Control

Project & Time Management

Event Planning

Negotiation

Market Research

Product Sourcing & Development

WORK EXPERIENCE

Buyer & Product Manager

Revolve Boutiques

10/2017 – Present

Boston, MA

Achievements/Tasks

- Created & maintained an extensive database of inventory, client info, and financial analysis.
- Managed product copywriting with aim to maximize ecommerce voice and value.
- Implemented a new email communication system with clients and vendors.
- Managed & trained a team of twenty individuals on customer service, budget planning, and ROI analysis.
- Oversaw social media & ecommerce marketing task implementation using Shopify, Buffer, & Magneto.
- Identified brand collaborations (e.g. &Again Denim and Atlantic International).

Contact: Lisa Castagno – info@revolveboutiques.com

Copywriter

Cynthia Britt Custom Jewelry

07/2019 – Present

Boston, MA

Achievements/Tasks

- Oversaw blog content creation producing quality weekly posts (e.g. Ester Exposito for Glamour 2020).
- Assisted with social media marketing.
- Contributed to email marketing content and creation.

Contact: Cynthia Pischdotchian – cynthiabrittjewelry@gmail.com

Marketing Assistant

Uplift Ventures

01/2018 – 01/2019

Boston, MA

Achievements/Tasks

- Created SEO friendly blog posts & utilized social media image sharing.
- Assisted with website & app design for participation in the New York Times Travel Show.
- Curated an online forum for business travelers (e.g. influencer James Oliver).

Contact: Andy Jacques – andyjacques@synergy.com

Public Relations Intern

Front Row PR

05/2016 – 08/2016

London, United Kingdom

Achievements/Tasks

- Supervised press coverage scanning (e.g. Nina Ricci fragrances and Carolina Herrera RTW UVM Returns).
- Assisted with press conferences & media days (e.g. Nugg Cosmetics, Prada Candy launch).
- Oversaw social media management.

Contact: Lucy Cox – lucy@frontrowpr.co.uk

EDUCATION

Bachelor of Science in Business Administration; Entrepreneurship

Suffolk University

09/2015 – 12/2017

GPA 3.95/ 4.00

Courses

- Madrid, Boston, Tel Aviv, Beijing, Rome. Due to credit obtained from partaking in AP/IB classes in high school, I was able to complete undergrad education in five semesters.