
ERIN MALONE



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EDUCATION

Auburn University | Auburn, Alabama
Bachelor of Arts in Public Relations
Graduating: August 2017

AWARDS

**PRSSA 2017 National Assembly
Chapter Delegate**
Seattle, Washington

EXPERIENCE

THE PINK ROOM BOUTIQUE

General Manager, Social Media Coordinator & Senior Buyer
Auburn, AL. | August 2013-Present

- Senior Buyer at all Apparel Marts (Atlanta Apparel Mart, Las Vegas Magic Show, etc.)
- Interviews and trains all new store employees
- Handles all store social media accounts (Facebook, Instagram, Twitter, Pinterest, Google Plus) through Hootsuite and Sprout Social
- Handles all employee scheduling
- Manages store inventory through Bindo
- Analyzes sales records and compares to physical store inventory while updating entries for the catalog system
- Styles and directs all store photoshoots
- Creates window displays and is in charge of all visual merchandising
- Coordinates and handles store events with other businesses
- Handles store marketing and advertising

MIDTRADE, INC.

Social Media Manager
Auburn, AL. | June 2016-October 2016

- Handled all MidTrade social media accounts (Facebook, Instagram, Twitter, Pinterest, etc.)
- Designed creative online advertisement posts for the company
- Helped with company marketing strategies

BEHIND THE GLASS

Sales Associate
Auburn, AL. | June 2013-August 2013

- Assisted in helping customers make selections by building customer confidence and offered suggestions and opinions
 - Created window displays and helped with visual merchandising
 - Completed sales transactions
 - Modeled clothing for store photoshoots
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