

# ALI ROSE TIMMS

## OVERVIEW

I am a highly motivated and enterprising marketing graduate with excellent organizational and marketing skills and am ready to impact your company. My expertise also covers strategic planning, market research, CRM strategy, content writing, and brand promotion. I have the confidence and communication skills required to manage public relations and stakeholders and maximize the reach of luxury brands

## WORK EXPERIENCE

**THE 210 AGENCY** ..... August 2018 to Present

### Special Project and Event Assistant

- Successfully planned and executed various events, including conferences and parties. Responsibilities included selecting venues, managing invitations and RSVPs, coordinating with vendors, and ensuring seamless logistics.
- Conducted thorough research on gift shop products, analyzing customer preferences and market trends. Presented findings through comprehensive reports and made recommendations on product selection. Demonstrated ability to identify high-quality and unique items that would appeal to customers.
- Demonstrated exceptional organizational skills in managing complex projects. Developed detailed project plans, defined goals, established timelines, and coordinated tasks and responsibilities. Ensured effective communication and collaboration among team members, proactively solved problems and delivered successful outcomes.
- Developed visually appealing social media assets for The 210 Agency, showcasing creative skills and industry knowledge to enhance brand visibility and engagement across various platforms.
- Conducted biographical research on potential donors for the CEO and Executive leadership before donor introductions

**UNCOMMON FASHION** .....May 2023-September 2023

### Marketing Intern

- Successfully engaged with and cultivated relationships with both existing and prospective decision-makers, resulting in increased attendance and revenue on show dates.
- Strategically employed various communication channels including Facebook, Instagram, direct client emails, and phone solicitation to actively promote and boost attendance and revenue.
- Conducted face-to-face meetings with decision-makers during show dates to gain valuable insight into their client demographics and effectively tailored our inventory offerings to meet their market demands, thereby fostering successful partnerships and strengthening long-term client relationships.

**Monkee's of Alpharetta**..... August 2022 to June 2023

### Sales Associate

- Assist customers with computer and electronic purchases in a high-volume store
- Maintain up-to-date product knowledge
- Drive sales through the engagement of customers, suggestive selling, and sharing knowledge

**CRAWFORD** ..... June 2021 to August 2021

### Accounts Intern

- Provided daily administrative, general office duties and on-site support for various client projects and events
- Assisted with the development of marketing strategies and techniques and assisted in executing marketing campaigns
- Proofread and improved written work products
- Contributed to the first stages of creative brief development and performed extensive market research

## EDUCATION

**The Savannah College of Art and Design** ..... March 2024

*Atlanta, Georgia*

Master of Arts Luxury and Brand Management

**CLEMSON UNIVERSITY** ..... May 2022

*Clemson, South Carolina*

Bachelor of Science in Marketing with a Minor in Management

Graduated with Honors

## AWARDS AND EXTRACURRICULAR ACTIVITIES

- Clemson University Dean's List Fall of 2021-2022
- Member Alpha Phi Sorority-2019 to 2022
  - Alpha Phi Foundation - fundraising, event planning and volunteering

## SKILLS AND CERTIFICATIONS

- Hootsuite Certified
- Proficiency in Microsoft Office
- Proficiency in Canva
- Proficiency in Adobe
- Time Management
- Organization
- Market Research
- Social Media



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