

EMMA POMPEII

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EDUCATION

Parsons School of Design School of Design Strategies

*School of Design Strategies
B.F.A Integrated Design
Pathway in Film Production
Minor in Communication Design
Graduation: May 2020*

PROGRAMS

Photoshop
Illustrator
InDesign
Premiere Pro
Audition
Wix & Squarespace
Google Suite
Google Analytics
Google Ads
Microsoft Office
Mailchimp & Klayvio
Amazon Seller Central
Shopify
Mac & Windows OS
Figma

SKILLS

- Strong understanding of design principles and best practices
- Experienced use of photography/video equipment.
- Administrative/Office experience including excellent communication and Excel skills
- Advanced in client facing roles
- Strong organizational and multitasking abilities

EXPERIENCE

Varma Capital Graphic Designer / 2022 - Present

- Manages portfolio company on Amazon Seller Central including designing the brand store, product page graphics, and optimizing A+ content for increased conversion by up to 30%
- Works directly with analysts, associates, and VP to design assets and increase sales for portfolio companies.
- Manages DTC website on Shopify and oversees all Instagram, UGC, Tik Tok, and email marketing.
- Works directly with portfolio company's marketing directors to optimize e-commerce and revenue building assets.
Experienced use of Amazon Seller Central reporting to measure conversion metrics and optimize by customer demographic.

Mandala Yoga Center for Healing Arts Freelance Design & Marketing Consultant / 2020 - Present

- Manages social media by putting out weekly content, and increased Instagram followers +7% year to date.
- Transitioned studio classes to a full on demand library and live streaming on Vimeo and streamlined virtual process.
- Designs and executes all email marketing and created targeted groups to increase engagement.
- Designs and develops all graphic elements used on the website, social platforms, and print media.
- Manages day to day website updates on Squarespace.

Peridot Fine Jewelry Marketing & Graphic Design Director / 2020 - Present

- Lead small marketing team by overseeing print/digital, email promotions, branding initiatives, and paid media.
- Revamped marketing plan to run ad campaigns through Google Ads and Merchant Center, increasing overall engagement
- Oversaw day-to-day website management using Shopify.
- Designed and developed all graphic elements used on website, social platforms, and in store print media using the Adobe Suite.
- Oversaw budget and buying inventory by managing weekly reports and forecasting product trends.
- Attended tradeshow seasonally and worked directly with clients and jewelry designers.

References available upon request