

JEANNE TUNG

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STATEN ISLAND, NY

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Education

CUNY Baruch College

Bachelor of Business Administration, Advertising & Marketing Communications

Zicklin School of Business

Minor: Communication Studies

Minor: Human Resource Management

Internship

Signitt.com

05/2022-Current

Manhattan, NY

BRAND MARKETING INTERN

- Creating personalized written and visual content for clients on their Signitt pages that help convey the powerful stories of corporate leaders and impactful brands
- Copy editing - Write copy for assigned projects that are in adherence to the client's philosophy. Editing/updating articles for tone, readability, and publishing articles and interviews into the Signitt orbit to optimize for SEO
- Creating blog content on a weekly basis to proactively increase client's SEO
- Use Canva in doing Infographic, taking raw content, and create a narrative with some visual design elements
- Assist in identifying topics resonant with clients and updating the website when necessary

MARKETING INTERN

- Conducted market research and tracks industry trends to identify new product development opportunities across various categories: Skin, Color Cosmetics, Nail, Hair
- Managed 360 marketing calendars to communicate go-to-market strategy amongst respective cross-functional teams
- Supported brand merchandising in Dollar General stores, with prime placement cosmetics endcap and nail tower
- Assists in the development and upkeep of Believe Beauty's website to increase brand awareness and amplify SEO
- Coordinated influencer & gifting process with unique assortment, box design and custom seeding lists

Maesa

03/2023-06/2023

Manhattan, NY

RECRUITMENT INTERN

- Supporting Head of Talent Acquisition on full-cycle recruiting across domestic and international requisitions ranging from 10-15 open roles per month. [Discipline Focus: Marketing, HR, Fulfill & Procurement, Technology, Engineering, and Data.]
- Ensuring the Scorecards and Interview Questions / Prep is built to standard across all open roles. Additionally ensuring a KPI of +75% scorecard completion across all interviewers.
- Articulating the job description and 4R to meet market standards, team requirements and business objectives.
- Building and owning ATS (Greenhouse), opening requisitions, candidates, CRM, email management and templates, formatting, Boolean and candidate tags
- Pulling KPI's and metrics from Greenhouse to report on time-to-fill, time-to-hire, dates to fill, pipeline health, offer acceptance rate - scheduling automatic reports and presenting metrics to key stakeholders.

Foundry Brands

05/2022-11/2022

Manhattan, NY

TRADE MARKETING INTERN

- Assisted in seasonal update tasks, contributing to the successful implementation of planograms, placement plans, marketing materials, and product libraries to ensure consistent and effective execution of seasonal resets at selected retailers nationwide
- Provided SKU logistics information/Order Forms/New Product Sheets to retailers and help the marketing team set up products on retailer sites and monitor assortments at retailer level to ensure efficiency throughout seasonal changes
- Coordinated and resolved replacement requests (displays, inserts, and reline kits) for multiple retailers (CVS, Ulta, Shoppers Drugmart, etc.), maintaining strong relationships and preserving the brand's reputation with customers
- Act as the key liaison between third-party vendor and retailers and maintain CRM relationships for future successful collaboration
- Collaborated with the sales department and retailer service team to create, communicate and implement new initiatives for reseller growth

Cosnova GmbH

03/2021-04/2022

Manhattan, NY

STOCK ASSOCIATE/KEYHOLDER

- Maintained opening and closing checklists and supervise team in ensuring all items are completed daily
- Use product knowledge to proactively identify opportunities to gain new clients, increase customer loyalty in order to grow department sales
- Support the Store Manager to develop and implement business plans, through the analysis of the floor's performances and proposal of relevant action plans
- Communicated with customers to build connections, resolve customer service issues, educate consumers on skin care/skin health and assist with product selection
- Followed merchandising principles and replenishment guidelines in store to ensure the safety of the products and the valuable material so the brand is represented at the highest level.

Work Experience

Nature Republic

01/2017-01/2020

Flushing, NY

SALES ASSISTANT

- Proactively engaged in cross-selling with all brands and maximized sales opportunities in order to achieve individual sales targets and store revenue
- Ensured and maintained the shop floor and visual display high standard, complying with Company operational guidelines and stock procedures
- Contributed to ensure a high level of security and is attentive to prevent product thefts
- Meticulously handled POS system transactions include credit, cash, exchanges, returns, and refunds to ensure seamless and accurate cash flow

United & Associated Distribution

06/2015-08/2016

Singapore

LANGUAGES

Cantonese Chinese (Fluent)

Mandarin Chinese (Fluent)

Malay (Fluent)

OFFICE TOOLS

Microsoft Office (Word, Excel, Powerpoint, Outlook)

G-Suite (Doc, Sheet, Form, Slides)

Adobe (Photoshop, InDesign)

Canva

Skills