

Los Angeles  
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# CASSANDRA KUNSELMAN

DIGITAL STRATEGIST

## PROFESSIONAL SUMMARY

Results-driven Digital Strategist with a passion for trend-driven marketing, data visualization, and brand storytelling. Expert in leveraging market insights, social media analytics, and creative content strategies to enhance engagement, optimize brand positioning, and drive growth.

## LINKS

[Portfolio](#)

[LinkedIn](#)

## SKILLS

Data Visualization

Market Research

Brand Management

Graphic Design

Data Analysis

Brand Strategy

Project Management

Event Coordination

Microsoft Suite

Adobe Studios

Strategic Planning

Excel

Photoshop

## EMPLOYMENT HISTORY

SEP 2024 - PRESENT

### Digital Strategist, Mark's Garden, Los Angeles

- Led development of four seasonal collections, managing trend analysis, product photography, website uploads, and marketing strategy.
- Optimized buying and merchandising strategies through data analysis and performance reporting.
- Managed content creation, including product photography and digital assets for marketing campaigns.
- Executed email and social media campaigns, boosting engagement and conversions.
- Implemented Pinterest marketing strategies, expanding brand reach and customer acquisition.
- Provided insights on consumer behavior and sales trends to refine marketing direction.

SEP 2023 - SEP 2024

### Assistant Buyer & Visual Designer, Mark's Garden, Los Angeles

- Optimized procurement processes, negotiating supplier contracts to achieve a 35% cost reduction.
- Developed and managed an online procurement system, streamlining supplier communication and documentation.
- Designed marketing assets for social media, website content, and digital campaigns, ensuring brand consistency.
- Managed high-profile clientele and luxury event productions, upholding premium brand standards.

MAR 2019 - SEP 2023

### Sales Lead & Merchandiser, Vans, Seattle and Los Angeles

- Supervised and developed a team of 12 sales associates, enhancing productivity and customer experience.
- Managed seasonal merchandising and product launches, optimizing visual displays to maximize sales.
- Implemented inventory control strategies, reducing store shrinkage by 20% and improving stock accuracy.
- Partnered with vendors to execute exclusive product activations and refine in-store visual merchandising.

OCT 2022 - JUN 2023

### Merchandising Consultant, Dermalogica, Los Angeles

- Designed and executed visual merchandising strategies for 250+ retail stores, including Sephora and Ulta.
- Developed sustainable merchandising solutions, enhancing store aesthetics while promoting eco-friendly practices.

## EDUCATION

### Bachelor of Science in Beauty Product Development, Fashion Institute of Design and Merchandising (FIDM)

- Minor in Beauty Business Management with a focus on market research, trend forecasting, product innovation, branding, and digital strategy in the beauty and fashion industries.

### Associate of Arts in Fashion Marketing, Fashion Institute of Design and Merchandising (FIDM)

- Minor in Fashion Merchandising, specializing in merchandising strategy, consumer behavior, e-commerce, and retail management, with hands-on experience in visual marketing.