

Ja JeNaye Alston

EXPERIENCE

MACY'S INVENTORY MANAGER MAR 2020 - PRESENT NYC, NY

- _Overseeing the day-to-day execution of replenishment and allocation strategies to stores
- _Utilizing analysis tools to increase sales, maximize inventory turn, and minimize markdowns
- _Work closely with Merch Planning, Assortment Planners, and Buyers to gather key inputs for demand forecasting and inventory optimization

MACY'S ASSISTANT MERCHANDISE PLANNER MAR 2019 - FEB 2020 NYC, NY

- _Managing allocation of 200K+ units, valued at \$10M+, to all 519 U.S. stores and on-line based on sales and stock projections
- _Analyzing and monitoring financial trends within Macy's selling locations, used to tailor brand assortments
- _Preparing presentations analyzing past seasons performance and placement strategies used to influence future purchasing
- _Creating presentations to present to upper management reporting weekly, monthly, and seasonal sales figures and trends
- _Negotiating purchase order prices and quantities directly with vendors and product development teams

FREELANCE DESIGNER & ILLUSTRATOR MAY 2018 - PRESENT NYC, NY

- _Experience taking on client briefs calling for graphic, motion, web, and digital designs
- _Creating logos, brand identities, web pages, signage, illustrations, promotional videos, and more
- _Preparing presentations analyzing past seasons performance and placement strategies used to influence future purchasing
- _View featured client projects at www.jenayealston.com

GOLIN CONSUMER PR & CREATIVE DESIGN MAY 2018 - NOV 2018 NYC, NY

- _Assisted the creative & consumer PR teams on Mtn Dew, Amaro Montenegro, Magnum Ice Cream, Walmart, Jet Blue ect.
- _Researched industry trends and effective marketing campaigns to drive internal strategies
- _Monitored and created daily reports on the reach and impressions of agency facilitated placements
- _Compiled media lists and constructed pitches
- _Spearheaded the design of print and digital assets for existing clients and new business pitches
- _Facilitated the vendor relations process from booking through event conclusion
- _Concepted, designed, packaged, and coordinated the delivery of mailers to key influencers
- _Created still and motion graphics to enhance client websites, events, campaigns, and social media platforms

ELON ATHLETICS ATHLETICS MARKETING ASSISTANT AUG 2015 - MAY 2018 ELON, NC

- _Planned promotional functions to increase student attendance at sporting events for Elon's 16 varsity teams
- _Researched similar athletics marketing strategies to align Elon's program with industry best practices
- _Collected and analyzed data detailing student attendance and sentiment at sporting events
- _Managed sponsorship acquisition and in-game promotion implementation
- _Designed promotional materials

DREAMSCAPE DIGITAL MARKETING MARKETING DESIGN INTERN SUMMER 2017 COLUMBIA, MD

- _Invented and formatted marketing content for emergent landing pages and daily blog posts within WordPress Admin
- _Developed and designed promotional materials using Adobe Illustrator and Adobe InDesign to communicate client services and increase consumer traffic across digital platforms

TOOLS & SKILLS

HTML
CSS
JAVASCRIPT
ADOBE SUITE
SKETCH
FIGMA
INVISION
MICROSOFT SUITE
WEBFLOW
WORDPRESS
SQUARESPACE

EDUCATION

BA STRATEGIC COMMUNICATIONS (BUSINESS MINOR)
ELON UNIVERSITY 2014 — 2018
PRESIDENTIAL SCHOLARSHIP
COMMUNICATIONS FELLOW (1 OF 25)
MICROSOFT EXCEL CERTIFICATION
RA WEST RESIDENCE HALL
SEMESTER AT SEA STUDY ABROAD FALL 2016

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