

# CASEY PORTLAND

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## EXPERIENCE

**Integrated Marketing Specialist, Saks:** New York, New York

2022- Present

- Strategize, negotiate, execute & report on vendor-funded marketing initiatives for the jewelry, sunglasses, and homeware categories. Oversee cross-functional, innovative omni-channel marketing strategies by providing direction for all collateral, Saks.com and other visual and digital communications.
- Cultivate relationships with sales and merchandising teams to deepen understanding of opportunities to maximize brand exposure and sales growth.

**E-commerce Marketplace & Affiliate Manager, Kirna Zabête:** New York, New York

2021-2022

- Drove 202% YOY increase in net sales for multi-million Farfetch Marketplace account by establishing sales plans, uploading inventory, working with private client and marketing teams, and facilitating order flow.
- Oversaw ShopBazaar Marketplace integration and transition to Tower, offering embedded content commerce for Hearst Luxury Portfolio by maintaining product feeds and processing sales through inventory systems and platforms. Facilitated editorial coverage for Kirna Zabête product offering, growing net sales in the channel by 99% YOY.
- Led in-house DTC affiliate strategy, launching new marketplaces and forming external stylist partnerships.
- Evaluated high-value transaction patterns to optimize CRM through personalization and one-to-one clienteling.
- Optimized online ecosystem through proficiency in all aspects of digital strategy, including but not limited to, email marketing, integrated brand communications, paid and organic media, and Shopify site developments and functionality enhancements through Fast Simon search and merchandising.

**Digital Marketing Liaison, Capitol & Poole Shop:** Charlotte, North Carolina

2018 - 2020

- Implemented data-driven omnichannel strategy across Facebook & Instagram Shops and digital advertisements to raise conversion rates, enhance brand perception, increase store traffic, and build both content and community.
- Calculated sell through and utilize to forecast buying budget for upcoming seasons. Upload and manage inventory to support direct sales via website direct marketing emails.
- Supported buyers at Paris Market week, capturing behind the scenes images to share across social media channels.

**Sales Intern, Rosie Assoulin:** New York, New York

2018

- Facilitated market week preparation and execution through excel and digital buying platform JOOR, acting as liaison between buyers and dressers at showroom. Worked with area retailers on merchandise plans and in-store assortments.
- Assisted with sample trafficking, managing requests for editorials and production domestically and internationally.

**Sales Associate and Buying Intern, BOEM Boutique:** Charlotte, North Carolina

2013-2018

- Participated in re-branding and launch in DTC Shopify website and Instagram account. Developed social media strategy to promote new arrivals with target audience, increase brand recognition, and drive in-store traffic.
- Responsible for daily operations of retail business from managing inventory and merchandising, styling clients, running customer service, opening and closing the store, and balancing transactions.
- Visited vendor showrooms to select product for upcoming seasons, evaluate trends, and document on social.

## EDUCATION

**University of Georgia:** Dual Degrees in Marketing & Fashion Merchandising; GPA: 3.97

2017-2021

- **Terry College of Business** – B.B.A. in Marketing, Area of Emphasis in Digital Marketing, GPA: 4.0; 2019 Harold & Muriel Berkman Charitable Foundation Award Winner, 2020-2021 Lewis R. Sams, Jr. Academic Scholarship
- **Family & Consumer Science:** BSFCS in Fashion Merchandising, Area of Emphasis in Fashion Brand Management
- **Honors Program:** Classic Scholar, Presidential Scholar, International Scholar, Dean's List

**Istituto Marangoni, Fashion Business Semester:** Milan, Italy – 2020 Honors International Scholar

2020

**China Fashion Industry Maymester,** Shanghai, Beijing, & Hong Kong – Williams International Scholarship

2019

- Independent research project on Chinese Luxury Consumers in the world's largest fashion market