

Shahnee Naftali

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PROFILE

Highly determined professional with a skill set that revolves around information technology, social media, project management, and customer success. Willing to relocate.

AREAS OF EXPERTISE

- Creative Branding & Direction
- Social Media Management
- Project Management
- Photography & Digital Image Editing
- E-Commerce
- Multi-Platform Marketing
- Online Content Management
- Customer Service & Success
- Diversity, Equity, & Inclusion

SOFTWARE PROFICIENCIES

- Microsoft Office Suite
- Adobe Creative Suite / Photoshop
- Salesforce
- HTML Coding
- Mailchimp
- BigCommerce
- Klaviyo

EDUCATION & TRAINING

Bachelor of Fine Arts in Photography & Related Media

Fashion Institute of Technology, New York, NY

Project Management Certificate

Google (via Coursera)

PROFESSIONAL EXPERIENCE

Creative Director & Social Media Manager, 1/2018-Present CharmCo, New York, NY

Oversaw a team of photographers, designers, programmers, and marketers in content creation, marketing, and service fulfillment for 43k+ customers and communications with 20+ manufacturers / artists.

- Organized and led photo shoots while working with programmers to update company website and online profile, ultimately driving more web traffic.
- Achieved a 20% increase in yearly earnings.
- Increased site traffic by 47% YoY by maintaining and updating website.
- Developed plans to increase followers by 700% over the next 5 years.

Customer Relationship Management Associate, 9/2018-3/2019 Time Out NYC, New York, NY

Delivered hands-on support to global account managers during email campaigns and newsletters for 60+ Fortune 500 companies, ultimately collecting customer impressions and related data to support 10+ global teams.

- Strengthened customer satisfaction ratings by 34%.
- Pioneered improvements to account organization, thereby reducing confusion and bolstering service fulfillment.

Marketing & Social Media Manager, 5/2016-12/2017 CharmCo, New York, NY

Directed social media, website, and email marketing strategies while curating product style guides for monthly marketing campaigns. Managed marketing budgets, including quarterly ad spending, sponsored posts, listings, guest collaborations, and more.

- Increased user engagement and impressions by 300% by Q4 2017.
- Catapulted online followers from a couple thousand to 38,000 while increasing engagement and reaching more clientele than ever before.

Previous success as Creative Global Communications Fellow with Christian Louboutin Beauté and Lead Photography Intern & Product Stylist with CharmCo