

# Jevon Craig

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## EDUCATION

### Rutgers University

New Brunswick, NJ

*Bachelor of Arts in Economics (Concentration in Financial Economics)*

Dean's List – 4x | Courses: Econometrics, Financial & Monetary History of the United States, Creativity Entrepreneurship & Innovation

## PROFESSIONAL | PROJECT EXPERIENCE

### L'Oréal

New York City Metropolitan Area

*Assistant Manager, Consumer Insights & Omnichannel DTC Data Analytics*

*April 2023 – Present*

L'Oréal Luxe Division

- Led client insights, strategic guidance, and analytic coverage around product marketing, and customer profiles for various global DTC brands including Lancôme, YSL Beauty, Giorgio Armani Beauty, etc., resulting in actionable recommendations and improved marketing strategies.
- Automated monthly reporting via Python and SQL, reducing team reporting time by over 99% and enabling more efficient data analysis and decision-making processes.
- Designed dynamic dashboards for consumer insights and loyalty metrics, enabling cross-functional teams to access real-time, actionable data.
- Enhanced data visualization, increasing dashboard usability and stakeholder engagement by 30%.
- Supported omnichannel projects, aiding in retail digitization efforts that elevated customer experiences across channels.

### L'Oréal

New York City Metropolitan Area

*Digital Marketing (CRM) & Analytics Associate*

*March 2022 – April 2023*

L'Oréal Luxe Division | Urban Decay | Kiehl's

- Spearheaded the broadcast email and SMS programs, driving a notable 35% revenue contribution to total e-commerce sales by optimizing A/B testing and audience segmentation for targeted engagement.
- Collaborated to create and manage campaign calendars, driving strategic messaging and providing insights on testing KPIs to inform stakeholders of future campaign strategies.
- Led a digital project on email triggers, identifying and implementing optimizations across Luxe brands to boost customer engagement.

### Google

New York City Metropolitan Area

*Tech Equity Collective (TEC) Innovate Program Participant*

*October 2024*

- Developed technical skills in data analysis, dashboard creation, and problem-solving for tech environments, working closely with industry mentors and peers.
- Gained insights into digital engagement models, tech strategy, and cross-functional collaboration, enhancing adaptability and analytical thinking.

## LEADERSHIP EXPERIENCE

### Black @ L'Oréal Employee Resource Group

New York City Metropolitan Area

*Co-Founder, Team Lead*

*January 2023 – Present*

- Fosters a safe space for the African Diaspora, promoting authenticity and belonging at L'Oréal.
- Curate activations celebrating black culture, fostering community through intentionality, intersectionality, and allyship.

### The Black Men's Collective

New Brunswick, NJ

*Co-President*

*April 2020 – May 2021*

- Led professional development and community-focused initiatives, advancing support for Black men at Rutgers University.

## ADDITIONAL

**LANGUAGES:** English (native)

**TECHNICAL SKILLS:** SQL, Python, Tableau, Power BI, Looker, Google Analytics, Salesforce Marketing Cloud, Attentive, Canva, JIRA/Confluence Fundamentals, Microsoft Office 365, Google Workspace, NetSuite ERP, Databricks, Slack

**CERTIFICATIONS:** ServiceNow ITSM Fundamentals, Professional Scrum Master 1 (In Progress)