

JAMESON MOTT

CONTACT

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Evergreen, Colorado 80439

EDUCATION

2023-2027

GETTYSBURG COLLEGE,
GETTYSBURG, PENNSYLVANIA

- Strategic Media Management
- GPA: 3.88
- Obtained the Presidential Scholarship

LEADERSHIP

- Elected Student Body President
2022-2023
- Member of the Gettysburg Women's Basketball Team
2023-Present
- Panhellenic Public Relations Chair
2024-Present
- Member of the Digital Media Club
2023-Present

LANGUAGES

- French (Advanced)

EXPERIENCE

lululemon Omnichannel Marketing Job Simulation on Forage -
August 2024, lululemon, Gettysburg, Evergreen

- Created an integrated marketing plan and creative brief for lululemon's newest at-home fitness platform, MIRROR, designed raise awareness of the product and core values relevant to lululemon's position within communities.
- Developed a concept for a new digital product or customer experience that lululemon could implement within the technical athletic apparel space.
- Reviewed the profiles of current lululemon global ambassadors and create hypothetical profiles for local ambassadors to further lululemon's new "Power of Three x 2 Growth Strategy".
- Calculated key marketing metrics based on data from a recent lululemon ambassador campaign.

Digital Marketing Intern, Ocean Atlantic Rentals -

May 2024- August 2024, Corolla, North Carolina

- Collaborated with the marketing team multiple times each week to develop and execute digital campaigns which increased OAR's online presence.
- Managed social media platforms, including creating a YouTube channel and a TikTok account for Ocean Atlantic Rentals.
- Drove engagement and brand awareness, generating over 1600 views on TikTok within the first two weeks.
- Interviewed some of the main account contributors about the competitor analysis to identify trends and opportunities for optimization.
- Learned about the SEO efforts to improve search engine rankings and user experience while maintaining a consistent budget.

Sales Associate, Ocean Atlantic Rentals -

May 2023-August 2023, Corolla, North Carolina

- Demonstrated selling experience in fast-paced, service-oriented retail setting as a service representative in the company shop.
- Rotated stock using clearance markdowns and special sales promotions.
- Efficiently delivered quality beach equipment to customers

Sales and Marketing Associate, Mountain Daisy Boutique -

June 2022-May 2023, Evergreen, Colorado

- Sustained revenue by bringing in new customers and continuously connecting with established accounts.
- Planned and executed strategies to increase business and drive profit growth by effectively cross-sale and upselling products.
- Managed the Mountain Daisy Instagram and created content that reflected it's aesthetic physical presence.

ACTIVITIES & SKILLS

- Adobe Creative Suite & Digital Advertisement
- HTML and CSS Basics
- Search Engine and Performance Optimization, Google Analytics
- Student Volunteer at the Gettysburg Community Soup Kitchen
- Vuori V1 Program Member