

Stephanie A. Khoury

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Chicago, IL
Willing to Relocate

Education

Illinois State University- GPA: 3.5/4.0

Major: Integrated Marketing Communications

- Dean's List Recipient
- Study Abroad Experience- Florence, Italy

Normal, IL

May 2019

Work Experience

Victoria's Secret PINK Campus Events & Experiential Marketing

PINK Bus Store Manager

Columbus, OH

June 2019- Aug 2019

- Managed all Pop-Up shop visual needs including merchandising each stop and maintaining appropriate brand standards during event
- Supervised 8-15 local store associates at each event to which I assign breaks, tasks/responsibilities, and maintain positive team morale
- Traveled to each pop-up event to execute daily shop responsibilities; primary regions of travel include Midwest & East coast US
- Accountable for all start of day and end of day duties including opening/closing mobile registers, managing all associates and sales update
- Responsible for troubleshooting all mobile register needs- working remotely with TAC to maintain network stability, working with pricing team to push any pricing needs, confirming accurate taxes for each city, etc.
- Maintained detailed information on current inventory levels and provide anecdotal customer feedback to the Marketing Specialist

Senior Intern

Columbus, OH

May 2018- Aug 2018

- Maintained brand relevancy by contributing to marketing strategies innovation through competitive patterning
- Liaison between PINK marketing and store operations and on-site execution for in store, PINK Bus events
- Functioned as the main point of contact for PR agency and of record on-site PR contact at events
- Coordinated samples for product and editorial placement programs and media requests
- Supported marketing layers by submitting marketing requests, brainstorming current innovation activations, and connecting with cross functional and external partners as needed

Campus Representative

Normal, IL

May 2017- May 2019

- Implemented new social media strategies which increased our Instagram followers by 1,000 in three days
- Promoted the PINK brand to 25,000+ students by strategic social media campaigns and hosting 8+ campus wide events per year
- Oversaw a team of 13 individuals to reach the brand's target audience through social media awareness
- Selected as 1 of 20 girls, out of 220, for the Fall 2017 and Spring 2019 Incentive trip in NYC for being a top performing representative
- Hosted an annual two hour in-store event generating 1,000 customers in attendance each and \$25,000 in sales revenue combined
- Increased the Illinois State PINK Instagram following from 20% of the female population on campus to 60% within three semesters
- Organized and ran the most successful and top in sales PINK bus stop of the GRL PWR Spring tour 2019

PINK Events Team- Sales Associate

Bloomington, IL

Oct 2017- Aug 2019

- Ensured that all customers received excellent service through direct salesmanship and courteous service
- Fostered a positive work environment by consistently treating everyone with respect and consideration
- Contributed to team success by exceeding store daily, weekly and monthly goals and recognized as top seller two holiday seasons in a row
- Approached browsing customers and initiated conversation to determine buying preferences

5-hour ENERGY

Normal, IL

Marketing Intern

Aug 2018- May 2019

- Built a loyal customer base to ensure 5-hour ENERGY is the preferred energy drink at Illinois State University
- Strategized with the 5-hour Energy team to create a successful campaign and gather new customers
- Awarded the top performing social media influencer for 7 months in a row by gathering real time audience data and post highlights
- Recognized as the top performing Campus Rep of the 2018-2019 school year out of 123 reps
- Connected with over 50 RSO's to reach a diverse audience and establish strong relationships for future events

Adobe Creative Cloud

Normal, IL

Brand Ambassador

Aug 2018- May 2019

- Scheduled and conducted campus workshops for fellow students, to teach them how to use Adobe Software efficiently
- Developed Adobe Creative Cloud skills by performing additional projects and attending workouts with experienced Adobe personnel
- Performed classroom presentations to students to show them how to use advanced features on Adobe Illustrator and Photoshop

Warrior Dash Creative Intern Team at Illinois State University

Normal, IL

Project Manager

Dec 2017- May 2018

- Analyzed and developed new revenue streams to maximize Red Frog Events-Warrior Dash profits
- Designed new obstacle structures using computer software and creative briefs as guidance
- Established a strong relationship with the CEO of Red Frog through meetings and presentation
- Achieved project milestones by ensuring the team understands their goals and responsibilities

Leadership and Extracurricular Activities

Circle of Sisterhood

Normal, IL

Ambassador

Aug 2016- May 2017

- Organized, coordinated, and collaborated with a team of 10 to host fundraising events for woman's education around the world
- Designed new marketing initiatives to generate new revenue streams

Zeta Tau Alpha-Eta Phi Chapter

Normal, IL

Risk Reduction and Education Chairman

Dec 2016-Jan 2018

- Advised officers and chairmen on risk management procedures to implement for all chapter activities
- Served as a role model by abiding by National Policies, university regulations, and state/local laws