

# BRANDON CLABURN

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## Education

*Florida Atlantic University*, Boca Raton FL  
Bachelor of Art in Marketing, May 2019

## Experience

### *National Oak Distributors*

*eCommerce Specialist / January 2023 – Present*

- Coordinate digital ad creation by partnering with vendors and internal teams for both email and social media campaigns. Schedule and deploy promotional web banners. Run monthly marketing campaign reports to identify the success of the campaigns. Suggested changes to the eCommerce team to improve customer experience.

### *J.R. Dunn Jewelers*

*Lead Fulfillment and Inventory Coordinator / January 2022 – January 2023*

- Coordinating and handling incoming merchandise, accurately processing orders and communicating with vendors. Precisely audit returns, reconciling invoices, conduct pricing updates and establish a form of communication between vendors and selling employees. Also responsible for inventory control of shipping supplies.

*E-Commerce Production and Content Specialist / November 2020 - January 2022*

- Responsible for creating products for the website using SEO best practices, maintaining product data, update descriptions and prices. Also worked closely to strategize and collaborated with the marketing team.

### *Horizon Pool and Patio*

*Assistant Store Manager/ Marketing Manager / February 2020- May -2020*

- Managed company's social media pages, opening and closing the store, reconciling cash drawers, stocking, and ordering supplies for the store, and assisting customers on purchases.

### *SEO Brand*

*SEO Specialist Internship / September 2019- December 2019*

- Responsible for a variety of operational tasks including Keyword Strategies, Google Analytics, Google Search Console. Additional responsibilities included customer satisfaction regarding critical accounts.

### *Nordstrom*

*Sales associate and Lost prevention / March 2015- January 2018*

- Responsible for opening and closing the store, ensuring associates follow proper policies and procedures, provide customer service, monitored CCTV, assisted in apprehension of shoplifters, conducted operational audits, and risk management.

**Skills**

- Inventory management
- Customer Service
- Cash Handling
- SEO Strategies
- Creating landing pages
- Creating and launching email marketing campaigns
- Google analytics and search console
- Writing content