

Jacob Rivera

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Education

Texas Tech University (May 2013)

Bachelor of Science, Retail Management; with concentrations in Corporate Research
Minor: Restaurant, Hotel, and Institutional Management

South Plains College (May 2011)

Associate of Science, General Studies

Experience

Hastings Entertainment Jun. 2013 - Present Store Support Center. Amarillo, TX.

Digital Marketing Manager (December 2014 - Present)

- Social Media Coordinator, Email Coordinator, And Special Projects Coordinator from within the Marketing department.
- As Social Media Coordinator, manage the Facebook, Twitter, YouTube, Instagram, Snapchat, and Pinterest accounts for Hastings, TradeSmart, Hardback Coffee Café, and MovieStop.
- Create content in Adobe Photoshop for new or current products and advertisements to be featured on select platforms.
- Engage and interact with social media audience. Act as customer service for store specific issues, directing questions or complaints to the appropriate department.
- Manage the promotional budget for all social media platforms, giveaways, and sweepstakes winners ensuring each campaign is optimized for each goal.
- As Email Coordinator, organize, test, and schedule all promotional emails by using IBM's eMessage.
- Create segmentations for each promotional email that are used to deliver the correct message to the correct audience.
- As Special Projects Coordinator, partner with the Purchasing Teams on creating and executing in-store events and any special arrangements that are needed for those events.
- Coordinate with Vendors, Studios, and other Partners to manage promotions or campaigns that require specific details.

Assistant Buyer - Trends Impulse (August 2014 - December 2014)

- Analyze performance, promotion and inventory levels of the Impulse sections within the department.
- Identify business opportunities and recommend new products to the buyer.
- Collaborate with and support buyers on the team with strategy building, assortment planning, product development, sampling, purchasing, in store & online merchandising & marketing, store allocation, and in-season management in order to maximize sales and profits.
- Manage vendor relations and new vendor set-up including communication of purchase orders, new accounts, payments, and communication of Hastings Entertainment.
- Maintain communication with vendors to ensure 100% understanding of the needs and intentions relate to their product and to have up-to-date delivery information.
- Collaborate with other departments within the company to promote new titles to be placed in the Impulse section to increase awareness, visibility and sales.

Promotions Manager - Trends Department & Hardback Café (June 2013 - October 2014)

- Directly partner with the Category Manager and Buyers to create the most efficient way to promote various programs within the department.
- Efficiently and effectively communicate information to the stores about new programs, visual merchandising, and sale promotions.
- Ensure that the Cafe Managers and Baristas are fully informed about promotions and events occurring in the Hardback Café.
- Partner with the Marketing department on any signage needs for programs and external advertising opportunities.
- Communicate with the Internet department any offers, flash sales, or promotional opportunities that are available to goHastings.com

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Experience Continued

Tillys Clothing

Mar. 2012- May 2013

South Plains Mall. Lubbock, TX.

Full-Time Assistant Manager

- Work with the Store Management Team to ensure guests received an amazing Tillys Experience by setting an outstanding example of service and selling behavior.
- Ensure the training and development of all employees are to company standard for guest service and in-store operations.
- Partner with the Visual Merchandiser to ensure displays are up-to-date and impactful for an appealing and shop-able experience for the guests.

Technical Skills

Microsoft Office: Proficient in Excel, Word, Outlook and Publisher.

IDA: Space Planning, Floor Planning.

Adobe Creative Cloud: Experienced in Dreamweaver and Photoshop.

Citrix: Promotion Maintenance and Item Maintenance.

Social Media: Business Manager for Facebook, Twitter Ads, Hootsuite and Google AdWords.

IBM eMessage: Flowchart/Segment creation and Message scheduling.