



CONTACT DETAILS

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EDUCATION

B.F.A. IN FASHION MARKETING AND MANAGEMENT

Savannah College of Art and design (SCAD)

- Savannah, GA
- Graduation Date- August 2024
- 4.0 GPA
- Dean's List 2022- 2024
- Summa Cum Laude
- Academic Honors & Achievement Honor Scholarship

AWARDS

2024 VIRGIL ABLOH™ "POST-MODERN" SCHOLARSHIP & NORDSTROM MADE SCHOLARSHIP RECIPIENT

Fashion Scholarship Fund, December 2023.

- Curated an environmentally sustainable merchandising plan for a luxury jewelry brand.
- Placed research findings into a visual presentation demonstrating how a sustainable product can be integrated into their assortment. [View Project](#)

2024 BRIGHT FUTURES SCHOLARSHIP RECIPIENT

NRF Foundation, November 2023.

- Awarded the honor of attending the NRF Student Program based on exhibited interest in retail, gaining valuable industry insights and networking experience.

CERTIFICATES

- Inside LVMH
- Excel Essential Training- Microsoft 365
- Artificial Intelligence for Marketing- LinkedIn Learning
- Programming Foundations: Fundamentals- LinkedIn Learning
- Climate Justice and Sustainable Business Practices- LinkedIn Learning
- Event Planning Foundations - LinkedIn Learning
- FSF 2024 & 2025 Summer Scholar Series

SKILLS

- | | |
|---|---|
| <ul style="list-style-type: none">• Professional <ul style="list-style-type: none">- Marketing Strategy- Project Management- Data Tracking & Reporting- Campaign Coordination- Event Planning- Organization- Attention to Detail- Research & Trend Analysis- Written & Verbal Communication- Time Management- Analytical Skills- Innovation & Agility- Problem-Solving- Critical Thinking- Multitasking- Collaboration & Teamwork | <ul style="list-style-type: none">• Software <ul style="list-style-type: none">- Adobe Creative Suite- Microsoft Office Suite- Google Workspace- Canva- Procreate- CapCut- Techpacker <ul style="list-style-type: none">• Languages <ul style="list-style-type: none">- French (Intermediate)- Mandarin Chinese (Beginner) |
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PROFESSIONAL EXPERIENCE

CREATIVE INTERN

Sweet Like JAM, June 2025- Present.

- Support production workflows, calendar management, and inbox organization across creative and operational projects.
- Coordinate outreach to Caribbean and African creatives and influencers, locally and across the diaspora, to foster meaningful collaborations.
- Create Instagram Reels and posts, contributing to campaign concepts, pop-ups, newsletters, and cultural activations.
- Contribute to social media marketing strategy; schedule and develop editorial interviews, including writing tailored questions.
- Manage vendor logistics, inventory, customer relationships, event planning, and internal team communication with precision and care.

ASSOCIATE MANAGER

Tumi, January 2025- Present.

- Generated over \$4K in influenced sales and directly drove 15% of total Q1 and Q2 revenue through strong client relationships, tailored product recommendations, and exceptional customer service.
- Deliver exceptional service to drive sales, build client relationships, and exceed personal and store goals for sales and KPIs.
- Perform keyholder duties, including opening/closing procedures, processing shipments, handling returns/exchanges, and preparing deposits.
- Support the Store Manager with associate training, administrative tasks, and maintaining visual standards while ensuring policy compliance.
- Enhance client services through personalized outreach, event strategies, and proactive problem-solving.
- [View Project](#)

SEASONAL SALES ASSOCIATE

Tumi, November 2024- January 2024.

- Supported daily retail operations, including EPICOR POS transactions, repairs, tracer registration, and product personalization
- Consistently met personal and team sales goals, contributing to seasonal KPIs and client engagement
- Maintained visual standards and advised customers with deep knowledge of luxury, travel, and lifestyle products

ACADEMIC EXPERIENCE

PRADA LABS- SENIOR CAPSTONE PROJECT MANAGER

March 2024- June 2024.

- Conducted research on the Prada brand and planned a pop-up shop in Marfa, Texas centered around their repair services and fine dining.
- Analyzed Prada's status, competitors, and its consumers. Created all marketing materials and planned a 360-marketing campaign with a budget.
- Developed a store concept and collaborated with SCAD Interior design major to design a digital 3-D model of the store. [View Project](#)

SCAD STUDY ABROAD

Winter 2023

- Studied textiles in Lacoste, Paris, and London by visiting factories, fabric stores, exhibitions, and influential retailers.
- Learned about foreign cultures and collected inspiration for course projects.
- Sourced and experimented with fabrics and materials and designed a final co-ed fashion collection inspired by the excursion.