



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 offering can be integrated into their current product offering.

2024 BRIGHT FUTURES SCHOLARSHIP RECIPIENT

NRF Foundation, November 2023.

- Awarded the honor of attending the NRF Student Program, allowing networking and learning more about the field, through exhibiting a passion for retail as a future career path.

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

SKILLS

- **Professional**
 - Marketing Strategy
 - Project Management
 - Data Tracking
 - Campaign Coordination
 - Event Planning
 - Organization
 - Attention to Detail
 - Communication
 - Research
 - Time Management
 - Analytical Skills
 - Innovation & Agility
 - Problem-Solving
 - Critical Thinking
 - Multitasking
 - Collaboration
- **Software**
 - Google Workspace
 - Adobe Creative Suite
 - Microsoft Office Suite
 - Procreate
 - CapCut
 - Techpacker
- **Languages**
 - French (Intermediate)
 - Mandarin Chinese (Beginner)

PROFESSIONAL EXPERIENCE

ASSOCIATE MANAGER

Tumi, January 2025- Present.

- Contributed over \$2K in influenced sales and independently drove 15.4% of total Q1 revenue by building strong client relationships, delivering tailored product recommendations, and maintaining a high standard of 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.

- Act as an all-around support system for the Tumi Palm Beach retail team.
- Perform cashier duties, such as processing repairs, tracer scanning, using the EPICOR POS system, and tag/patch personalization.
- Meet daily, weekly and monthly personal and team goals. Help to maximize seasonal sales, KPIs and build client awareness.
- Greet customers and advise them on products. Ensure store cleanliness and help to uphold visual standards.
- Demonstrate a strong understanding of, and passion for luxury, travel, fashion, and lifestyle markets.

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 FASH SOCIAL TEAM

March 2024- June 2024.

- Create social media posts for the Fashion Marketing and Management department's Instagram page, such as trend journals and industry news.

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.

SCADNOW/ATLANTA LIAISON

SCAD Fashion Marketing Community, October 2023- June 2024.

- Represent and advocate for virtual and Atlanta peers at meetings and ensure that they can access as many online opportunities as possible.
- Create ways for SCADNow and Atlanta students to participate in the club to foster campus unity.