

Aurora Verdejo

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New York | www.auroraverdejo.com

Work Experience

Collectors Coins and Jewelry (CCJ Baldwin LLC), Baldwin, NY

Chief Marketing Officer (2023) | Previous: Marketing Manager, eCommerce Operations Specialist

Jun 2018 - Present

- Surpassed Key Performance Indicators (KPIs) and increased Baldwin's online profits by +312.78% in 2019, +40.16% in 2020, and +3.62% in 2021. Doubled online retail sales during my first six months at Massapequa Park's store.
- Leadership and executive assistance in managing the company's multi-million dollar inventory.
- Met deadlines and adapted to dynamic team priorities and goals driven by the fast-paced trend shifts of the jewelry industry and the quickly changing environments of various e-commerce platforms.
- Successful daily multitasking of e-commerce, external partner communications, research, and more.
- Managed digital marketing campaigns, data analysis & visualization, and directly reporting it to the CEO.
- Oversaw bookkeeping, legal documents, tax forms, insurance paperwork, and business licenses.
- Administrative support including duties like preparing documents or handling company messages and emails.

Europastry USA Inc, Ronkonkoma, NY

Product Marketing Specialist | Marketing Associate

Aug 2022 - Nov 2023

- Maintenance of our product catalog including public, custom, and third-party products. This included website product management, organizational optimization, and internal data management via IBM software.
- Expert-level use of Excel to maintain said catalog, plan budgeting for events, and organize data analytics.
- Regular calendar management via Google Calendar and Microsoft Outlook for scheduling meetings and events.
- Led our National Bakers Day event which involved all USA corporate locations and major customers. This included logistics for merchandise and product shipments, overseeing financial records, and direct coordination with each location's Accounting, Production, Shipping, and Human Resources departments.
- Asset Creation: product documents for major supermarket chain customers. Customer-centric items were product technical sheets, videos, and blog articles for product launches.
- Creation, submission, and reconciliation of expense reports for self and others. This includes costs relating to domestic travel, costs associated with client interactions, and costs of organizing catering.
- Compilation of meeting agendas with the social media agency in Spain. This includes planning objectives, scheduling the dates/times based on internal employees' and external partners' schedules, creating materials facilitating meetings, writing/distributing meeting summaries, and following up as needed.
- Assisted in coordinating offsite meetings for domestic team members (on-site and out-of-state), external partners, and international team members. Booking of conference rooms as needed.

Aurora V Creates, Long Island, NY

Freelance | UX Research, Digital Presence Development, Marketing, Art & Design, Web Design, Etc.

Sep 2017 - Present

- Worked across various industries including Entertainment, Restaurants, Academia, Retail, and the Arts.
- Currently providing international work in User Experience (UX) Research to an Entertainment company in Germany.

MolloyLife Media, Rockville Centre, NY

Senior Graphic Design Editor

Sep 2020 - May 2021

- Detail-oriented leadership of print/digital graphics for student life using Adobe Photoshop and Adobe Illustrator.
- Multitasking, written and verbal communication, and organizational skills that led to completing simultaneous projects before deadlines and with 100% satisfaction, including collaboration with other departments.

Education

Molloy College (now Molloy University), Rockville Center, NY

Bachelor of Fine Arts in Art (BFA) | Bachelor of Science in Interdisciplinary Studies (BS)

Sep 2017 - May 2021

- Graduated Magna Cum Laude with Honors
- BFA in Art featuring concentrations in Digital Art, Game Art, and 3D Graphics
- BS integrating Marketing and Computer Science with an emphasis on digital marketing and game development.
- Business Ambassador | Founder and President of EARTH Club | Art Department Student Representative

Skills

Arts and Design: Graphic Design, Motion Graphics, Typography | Drawing, Digital Art, Human Anatomy, Prop Design, 3D Graphics (Autodesk Maya), Storyboarding | Photography & Videography | Copywriting, Creative Writing, Editing | UX/UI

Business/Marketing: eCommerce, Customer Engagement and Retention | Digital, Social Media, and Email Marketing | Advertising Campaigns, Google Ads, Search Engine Optimization (SEO), Research, Analytics, | Merchandising, Order Fulfillment | Bookkeeping, Budget Administration | Branding, Content Strategy | Shopify, WordPress

Intrapersonal and Interpersonal: Innovative, Organized, Cooperative, Detail-Oriented | Encouraging, Adaptable, Friendly | Multitasking, Problem-Solving, List-Writing

Music and Audio: Songwriting, Musical Composition, Vocals, Keyboard/Piano | Audio Mixing | Audacity, Mixcraft, Ableton,

Programming: Website Design (HTML, CSS, PHP, Javascript) | C++, C#, Python, Unity, Unreal Engine

Communication: Verbal, Written, and Visual | Conflict Resolution | Bilingual (English and Spanish) | Localization

Adobe Creative Suite: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe Dreamweaver

Administrative and Project Management Software: Microsoft Office, Google Drive, Asana, Monday.com, Slack, Calendly, Microsoft Outlook, Google Calendar, Quickbooks

Affiliations, Volunteer Work, Presentations, and Competitions

2024 Official Member of the International Game Developers Association (IDGA)

- **Mentor - GDC 2023 (Game Developers Conference):** Mentored college students and recent graduates on topics including game design, marketing, music composition, localization, and work-life balance.
- **Judge - We CREATE Game Jam:** Judged over 35 games in various languages based on graphics, audio, gameplay, and adherence to the theme of "Bridges and Bonds". Took place in December 2023.

2021 Molloy University Senior Thesis Art Gallery — Senior Presenter

Created hand-drawn 2D and 3D digital artwork assets based on the concept of corrupt religion, and inspired by history, philosophy, and science. Works included Character Concept Art, Character Design, and Prop Design.

2021 International Business Hackathon — Best Paper

One of five Molloy University students selected to compete in a 24-hour competition of randomized international teams with the topic *Sustainable Office & Modern Workplaces of the Future*.

2019 - 2021 Northeast Regional Honors Conference — Presenter

2019*: "Graffiti's Call for Social Change" - Contextual meanings of graffiti and its relations to social issues.

2020: "The Minority's Megaphone" - Historical use of art as mass communications for lower economic classes.

2021: "Humanity in Machines: The Importance of Ethics in Robotics and Artificial Intelligence" - Dilemmas surrounding the social, legal, environmental, and human implications of robotics and AI.

*2019 was the only in-person conference due to COVID-19.