

Jacqueline Eve “Evie” Tharpe

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PROFESSIONAL EXPERIENCE

- FullBeauty Brands, Merchandising Coordinator, Casual & Branded Footwear, New York, NY** *June 2026 – Present*
- Manage end-to-end execution of catalog (direct mail) and web product content for 130+ footwear styles across seven brands, from asset maps and copy through final page review, for 20+ catalogs per season on fixed in-home dates.
 - Set up and maintain item, price, and color data for 200+ SKUs in Mod5 and verify every item against final catalog pages before launch, catching and resolving discrepancies before books reach customers.
 - Built a centralized Excel item master (lookups, data validation, conditional formatting) that replaced a manual, file-by-file process; used it to lead a pricing audit that fixed 50+ price fields and removed 30+ duplicate records.
 - Partner with senior leadership to develop a generative AI catalog-creation tool that builds asset maps from linesheets, pricing sheets, and prior-catalog data; shape inputs and review AI output for accuracy.
 - Produce weekly Excel and Tableau reports on demand, margin, and plan attainment across web, phone, and marketplaces (Amazon, Kohl's, Nordstrom); supported Q3 hindsight as casual demand trend improved 11 pts.
 - Coordinate with sourcing, marketing, and creative teams and 25+ dropship vendors and national brands on product details, pricing, and timelines; write web and catalog product copy for five brands.
- NBCUniversal, Temporary Account Services Representative, New York, NY** *March 2026 – May 2026*
- Supported account management and post-sale execution for national advertising campaigns in a fast-paced, high-volume environment.
 - Coordinated with Sales, Planning, Operations, and Finance teams to manage campaign logistics, delivery timelines, and client requirements.
 - Monitored campaign pacing and delivery to ensure alignment with contractual goals and client expectations.
 - Communicated campaign updates, performance details, and next steps clearly to internal stakeholders.
 - Handled internal follow-ups, client communication, and issue resolution to keep campaigns on schedule.
- The Lightroom ATH (Media Production Agency), Marketing & Creative Director, Athens, GA** *March 2025 – July 2025*
- Produced campaign and social content for Creature Comforts, Treehouse Kid & Craft, and Basic Workshop, helping a studio open under a year become a 2025 Best of Georgia winner (Movie & Recording Studios).
 - Created behind-the-scenes social content to bring in new business clients; a 1000 Faces Coffee post earned more likes than the client's own launch post on an account one-ninth the size.
 - Managed multiple client marketing campaigns from concept through launch across social media, web, and video channels.
 - Established timelines, coordinated deliverables, and managed feedback across clients, creative teams, strategists, and production partners.
 - Developed creative briefs and campaign recommendations based on client needs, audience behavior, and brand objectives.
 - Used analytics, audience insights, SEO, and A/B testing to identify performance opportunities and improve engagement.
- Tanya Taylor Designs, PR, Influencer Marketing, and E-Commerce Intern, New York, NY** *June 2024 – August 2024*
- Supported influencer and PR campaigns by coordinating gifting, product launches, sample trafficking, and campaign assets.
 - Worked across PR, marketing, e-commerce, and creative teams to support timely campaign execution.
 - Tracked influencer engagement and campaign performance to identify insights for future partnerships.

EDUCATION

- The University of Georgia, Grady College of Journalism & Mass Communication** *May 2026*
Master of Arts, Emerging Media
- The University of Georgia, Terry College of Business** *December 2024*
Bachelor of Business Administration, Marketing | Minor: Fashion Merchandising | Concentration: Digital Marketing
Summa Cum Laude (3.95 GPA), Zell Miller Scholarship (Full Tuition), Presidential Scholar, Dean's List

SKILLS

Marketing Operations: End-to-end campaign execution, project and process management, pre-launch QA and post-launch validation, process improvement, cross-team collaboration, stakeholder communication, reporting

Marketing Channels: Direct mail/catalog, email, digital/web, e-commerce, marketplaces, SEO, social, influencer and brand partnerships, branded video

Tools & Analytics: Microsoft Excel (advanced lookups, data validation, conditional formatting), PowerPoint, Word, Tableau, Google Analytics, PLM, DALIM, Mod5, A/B testing

AI & Technical: Claude, ChatGPT, Copilot, prompt design and output evaluation, AI workflow automation, SQL, Python, HTML/CSS/JavaScript, Figma, Adobe Creative Suite