

# SUZETTE SAMM

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## SUMMARY

Technically skilled professional with 5+ years of experience in operations management, troubleshooting, web development, and digital marketing. Proven ability to optimize workflows, manage technical environments, and enhance system performance through innovation and problem-solving. Strong background in hardware and software systems, IT principles, and customer support. Adept at collaboration, critical thinking, and process improvements.

## KEY SKILLS

- **Digital Marketing:** Content planning, SEO, Email marketing
- **Content Management:** WordPress, Mailchimp, Meta Suite
- **Design Tools:** Figma, Adobe Suite, Canva
- **Web Development:** React.js, HTML, CSS, JavaScript, Node.js, Bootstrap, Elementor
- **Version Control:** Git, GitHub

## WORK EXPERIENCE

### **Cravencrow Costuming | Apparel Production and Social Media Manager | 10/2022 – Present**

- Carried out competitive market analysis and shopping to uncover new product opportunities and emerging trends
- Conducted trend analysis with Microsoft Excel and communicated insights to key stakeholders
- Stayed informed about category sales and ensured meeting important design deadlines and milestones
- Contributed to product development by collaborating on design ideas, selecting materials, and testing samples for quality assurance
- Oversaw stock production and developed engaging social media content to enhance brand presence and customer engagement
- Took part in idea and brainstorming sessions, helping to create new product ideas and updates

### **Vivid Seats - Coppell, Texas | Account Management and Sales Support | 12/2021 – 10/2022**

- Delivered comprehensive technical support by resolving escalated customer issues and account configurations.
- Managed CRM updates and operational workflows to ensure team scalability and customer success.
- Partnered with cross-functional teams to streamline seller services and improve efficiency.

### **Vandergriff Hyundai - Arlington, Texas | Sales Consultant | 11/2020 – 08/2021**

- Successfully sold approximately \$3.6 million worth of vehicles
- Closed deals with detailed, consumer-focused presentations
- Ranked among the top 5 salespeople in a volume sales competition
- Handled personal referrals from management due to strong interpersonal skills

### **Finley Shirts - Dallas, Texas | Production and Operations Manager | 05/2017 – 06/2020**

- Designed and automated workflows, including inventory tracking systems.
- Coordinated the development of marketing campaigns using Mailchimp.
- Led product development, including pattern creation, prototyping, and trade show coordination.

## EDUCATION

Western Governor's University | Jan 2026

- Bachelors of Science, Software Engineering

## **CERTIFICATES**

- CompTIA A+ (In progress)
- Meta Certified Digital Marketing Associate | 2023
- Google Digital Marketing & E-commerce Professional Certificate | 2023
- Meta Social Media Marketing Professional Certificate | 2023
- SheCodes React & Responsive Web Development Certificate | 2022