

# JASMINE BOOKER

• content creator •

## ABOUT ME

I am a fun, hard-working creative who strives for excellence in everything I do. I'm an avid learner and seek to enhance the lives of everyone around me. Creating content for small businesses and entrepreneurs has become a new passion of mine that I hope to turn into a successful career.

## EDUCATION

2016 - 2020 • University of Memphis  
BA in Fashion Merchandising

2012 - 2016 • Southaven High School  
High School Diploma

## EXPERIENCE

### Extended Stay America

Guest Services Representative

- Provide excellent hospitality services and the best possible experience for guests
- Address and resolve guest-related issues
- Sell the value of ESA
- Assist and provide reasonable accommodations for guests

2021

### The Treasure Chest Boutique

Social Media & E-Commerce Manager

- Monitor, Execute, Filter, and Measure the social media presence of the brand and the products
- Create and maintain brand promotions, company information, marketing campaigns
- Oversee the development and utility of the income-generating site called Square
- Research effective website layouts and features
- Advise on experimental changes to the platform
- Create promotional content for Instagram using Canva

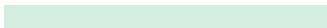
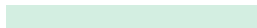


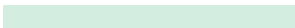
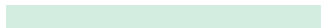
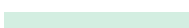
2018 -  
2020

### Old Navy

Sales Associate

- Enhance the shopping experience for customers.
- Answer questions. Drive sales.
- Maintain the store by running clothes and cleaning certain shops.
- Perform cashier duties with a traditional cash register and a modern mobile device.
- Prepare ship-from-store and in-store pickup orders.

## SKILLS

Branding/Marketing		Content Creation	
Social Media Management		Design	
Adobe Creative Cloud		Photography	
Customer Service		Microsoft Office	