



# ANGIE BERSIN

## CONTACT

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## EDUCATION

**BACHELOR OF ARTS:  
MARKETING  
MINOR:  
COMMUNICATION STUDIES**  
*December 2016*  
Western Washington  
University  
Bellingham, WA

## COMPUTER SKILLS

Adobe Photoshop  
Adobe InDesign  
Blogging  
Copywriting  
HTML  
MS Office  
Wordpress  
SEO  
Social Media

## CERTIFICATIONS

Google Analytics  
Google AdWords  
Hootsuite  
HubSpot

## EXPERIENCE

### NORDSTROM INC.

*Retail Management Intern | Summer 2016 | Seattle, WA*

- Accelerated 8-week store opportunity to be immerse in the Nordstrom culture
- Developed social media posts and increased Instagram engagement by 23%
- Shadowed visual merchandising specialists to learn how to improve store aesthetic and effectively market product
- Participated in leadership and culture classes to enhance management skills
- Assisted women's specialized department managers with daily tasks as well as encouraging department and individual sales goals

### RE/MAX WHATCOM COUNTY INC. - BUYERMAX INC.

*Marketing Coordinator & Office Manager | March 2012 - Sep. 2015 | Bellingham, WA*

- Launched a redesigned newsletter with an 8,000 readership and increased the click-through rate by 19% within six months
- Increased Facebook likes by 16% with enhanced content and strategy
- Strategically marketed properties through social media and print/online advertising
- Produced documents and administered data through the Northwest Listing Service
- Managed day-to-day operations as well as new, pending, and sold listing paperwork

### PAINLESS PROPERTIES LLC

*Leasing Consultant | Summer 2014 & 2015 | Bellingham, WA*

- Personal selling of property products and services to prospective tenants
- Assisted manager in developing and implementing effective marketing strategies to increase property traffic and internet leads
- Developed and maintain effective relationships with prospects and residents
- Accurately prepared and remained thoroughly knowledgeable with all lease related paperwork

### GAP INC. - OLD NAVY

*Merchandising Manager | March 2011 - March 2013 | Bellingham, WA*

- Successfully designed store layouts to optimize merchandising strategies
- Effectively managed associates and staff to perform delegated tasks
- Provided detailed product knowledge and service for customers
- Earned top credit card sales within first year of employment