

Karissa Doyle

MARKETER

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Work Experience

Abercrombie & Fitch Co. | Brand Representative Jan. 2025 – May 2025

- Provided exceptional customer service by assisting shoppers with product selection, styling advice, and brand knowledge to enhance shopping experience.
- Maintained store presentation and visual merchandising standards to uphold the Abercrombie & Fitch brand image.
- Processed transactions efficiently, handled returns, and ensured an organized sales floor.
- Collaborated with team members to achieve sales goals and create a welcoming, inclusive shopping environment.

Annex Wealth Management | Marketing Intern | May 2024 – Dec. 2024

- Assisted the video producer with behind-the-scenes support during filming and editing of educational YouTube videos designed to educate clients on current economic topics.
- Collaborated with teammates to create a summer intern podcast; hosted, scheduled guests based on availability, and built an outline for each episode consisting of educational content and advice for the target audience.
- Attended company events and worked behind the scenes of live webinars to ensure efficiency and order.
- Formulated and scheduled automated emails consisting of invites, appreciations, and follow-ups to clients and prospects regarding company events.
- Managed multiple social media platforms; designed and scheduled posts updating clients on upcoming events, branch happenings, and educational opportunities provided by company professionals.
- Contacted and scheduled various charity organizations in the Milwaukee area to be recognized by Annex Wealth Management at Summer Sounds Music Festival for 10 consecutive weeks.

Butte des Morts Country Club | Pro Shop Associate | Summers May 2022 – May 2025

- Managed club social media accounts, promoted upcoming events, and kept members updated on event outcomes.
- Formulated and developed various Excel files consisting of crucial information regarding members' bag room organization as well as PGA Tour drafts.
- Conducted and managed club events; distributed winnings with friendly customer service.
- Ran pro shop and implemented productivity; scheduled and charged tee times increasing daily profit.

Education

Marquette University 2021 – 2025

Major: Marketing | Marketing GPA: 3.7/4.0

College of Business Administration Dean's List 2022-2025

Skills

- Organization
- Problem solving
- Communication

- Leadership
- Detail oriented
- Analytics
- Content creation
- SQL
- Microsoft Suite

Certifications

Google Analytics, HubSpot Email Marketing, HubSpot Inbound Marketing