

John O'Malley

johnmartinomalley@gmail.com ❖ (305) 304-2287 ❖ Dallas, TX ❖ Johnmartinomalley.com

WORK EXPERIENCE

Country French Interiors

June 2023 – Present

Marketing Coordinator and Store Manager

Dallas, TX

- Develop and execute email marketing campaigns using Canva and Constant Contact, achieving an average 48% open rate.
- Manage and optimize three online storefronts (1stDibs, Chairish, and the company website), increasing sales through effective product listings.
- Create engaging and persuasive product descriptions for new products while also optimizing existing items with strategic keyword placement to boost SEO and increase website traffic.
- Design and maintain visually appealing retail displays to enhance customer experience and boost in-person sales.

Real Sugar Soda

Jan 2022 – May 2022

Team leader for Strategic Brand Management Project, UNT

Denton, TX

- Coordinated communications with Real Sugar Soda to conduct a business analysis of the brand's philosophy and create a competitive marketing proposal.
- Utilized market analytics to understand beverage industry trends, customer insights, and effective marketing strategies.
- Developed a 34-page strategic marketing proposal that detailed comprehensive strategies for transforming branding and creating a compelling story. Contributed 40% of the content.

The University of North Texas, Dining Services

Oct 2019 – May 2022

Delivery Driver

Denton, TX

- Assisted in managing the timely and organized delivery and distribution of products for dining halls, retail shops, and UNT catering, with an average of 20-speed racks delivered daily.
- Maintained effective communication with managers to facilitate efficient delivery logistics and inventory management.
- Assisted in organizing and executing special events, ensuring smooth coordination and service execution.

U.S. House of Representatives, 27th Congressional District of Texas

June 2018 – July 2018

Congressional Intern

Corpus Christi, TX

- Assisted constituents by connecting them with appropriate resources and representatives, handling an average of ten daily inquiries.
- Created and edited a help book using MS Office for the next representative, contributed 35% of the content.
- Maintained and documented constituent mail using FIRESIDE, processing approximately eight daily pieces.

EDUCATION

University Of North Texas

August 2022

Bachelor of Business Administration, Marketing

Denton, TX

- **GPA: 3.8/4.0** *Magna cum laude*

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** MS Excel 2019 certified, The Fundamentals of Digital Marketing Certification
- **Skills:** Strategic Planning; Purchasing; Retail Marketing; Brand Marketing; Logistics; Online Retail, Email Marketing
- **Awards:** Eagle Scout rank, *Boy Scouts of America*
- **Interests:** Weightlifting; Backpacking; Traveling; Baking; Gaming