

VICTORIA TIPPIN

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EDUCATION

Bachelor of Science in Business Administration, Marketing, University of Florida
Minors in Entrepreneurship, Retailing and Leadership

May 2017

GPA: 3.30/4.00

WORK EXPERIENCE

Macy's, New York City, NY

Omni Buying & Planning Intern

June 2016 to July 2016

- Crafted and pitched an inventory maximization plan to executives that made \$16 million of inventory resalable
- Analyzed and condensed 600k lines of product and sales data in Excel into a one-page analysis that was used to help choose SKUs for the Spring 2017 China department
- Planned receipts for a high sales volume family of business that brought in \$110 million revenue annually
- Attended market and vendor meetings with the buying team to select new products for the 2017 Bridal Wall

Fracture, Gainesville, FL

Facebook Campaigns & Ads Director

October 2016 to Present

- Executed A/B testing strategies for 17 Facebook campaigns to drive site traffic and increase conversion rates, one of which reached over 4.6 million unique users
- Led company-wide Excel workshops covering vlookups, pivot tables, formatting and shortcuts
- Utilized Google URL Builder and Google Analytics Campaigns in order to precisely track sales data coming from specific Facebook campaigns in order to see which copy, images and audience performed the best

Digital Analytics Assistant

July 2016 to September 2016

- Managed a \$40k weekly social media budget to create a brand presence and increase customer engagement
- Built three universal custom columns called "Top Level Overview," "Engagement" and "Conversion Rates" using specific metrics in Facebook Ads so that management could easily pull detailed reports more quickly and efficiently

Digital Marketing & Social Media Intern

August 2015 to June 2016

- Optimized blog content and engagement by researching our highest converting affinity categories in Google Analytics, such as home décor and photography, and tailoring content specifically to them

LEADERSHIP AND INVOLVEMENT

Heavener School of Business, Warrington College of Business

Career & Academic Peer Advisor

April 2016 to Present

- Selected as one of Heavener's top 25 rising leaders to provide professional assistance and mentorship to business students in pursuit of competitive corporate internships and acquiring positions on campus
- Mentored an average of four students a week by providing them with one-on-one sessions that included resume critiques, individualized career guidance and mock interviewing

International Programs Student Assistant

February 2015 to August 2015

- Merged prioritizing and interpersonal skills in order to manage student requests, schedule appointments and complete projects under four study abroad advisors
- Created 14 video advertisements in iMovie & Photoshop that are featured on every screen in Heavener Hall

Gator Growl & Homecoming, University of Florida

April 2015 to November 2015

Assistant Director of Outreach

- Increased the summer ticket sales rate by 600% by focusing on interpersonal engagement techniques
- Revamped recruiting tactics for staff by pursuing candidates in sales, marketing and public speaking

Dance Marathon, University of Florida

January 2014 to August 2015

Marketing Captain, Morale Staffer

- Assisted the marketing overall director in the buying, planning and allocation of event merchandise
- Served as one of 25 marketing captains for the largest student-run philanthropy in the southeast region of the United States

SKILLS AND CERTIFICATIONS

Certifications: Google Analytics, Microsoft Access Specialist, Microsoft Excel Specialist

Data Analytics Proficiency: Facebook Analytics & Ads, Google URL Builder, Twitter Ads, and Pinterest Ads

Social Media & Graphic Design Proficiency: Adobe Photoshop & InDesign, WordPress, Tailwind, Canva, HubSpot, AgoraPulse, BuzzSumo, Sprout Social and iMovie