

Helen Maschmeyer

📍 Wayne, PA 19087 *Open to relocation 📧 [Email](#) 📁 [Portfolio](#) 🐙 [Github](#) 🔗 [Linkedin](#)

PROJECTS

Dungeon Master Manager

- MERN stack application to assist Dungeon Masters manage the characters involved in game play
- This application highlights tech such as bcryptjs, json, web token, passport, react & socket.io

Quarantine Pets

- A Full Stack application using the MVC design pattern based off the original Tamagotchi
- This application highlights tech such as JavaScript, Node.js, jQuery and MySQL

Mood Food

- An application that is designed to help the user decide on a food option based off their mood. The user can decide between recipes, restaurants and cocktails (if you're over 21)
 - This application highlights tech such as AJAX requests, Materialize, Yelp, Spoonacular & Face ++ API's
-

EXPERIENCE

Johnny Was, King of Prussia, PA

February 2020 - March 2021

2nd Key Manager

- Complete all open & close procedures of the store while providing a professional customer experience
- Manage my own extensive client list resulting in top sales & completing all e-commerce sales orders daily
- Create brand content using the *Salesfloor* platform generating top sales through e-commerce as a personal stylist for all Johnny Was clients
- Plan, delegate & follow up on all expected tasks to ensure expectation objectives are met

Paula Hian

February 2014 - February 2020

Content Creator & Sales Lead

- Manage all creative content for social media platforms such as Facebook, Twitter, Pinterest, Instagram & Wordpress & merchandise website www.paulahian.com through Shopify
- Collaborate with graphic designer to execute all design concepts for all marketing materials
- Visually merchandise fashion showroom & style collection looks for events, fashion shows & photoshoots including BTS content
- Manage flagship store, train sales associates, book appointments with VIP clients & hit target KPI's

Tesla Motors, King of Prussia, PA

October 2018 - August 2019

Tesla Adviser

- Walk clients through the start to finish sales process, understanding financing/leasing & all advanced technology
- Build & maintain a loyal client base resulting in top sales generated in the Northeast region
- Assist out of store events, test drives, solar & vehicle consultations providing all product knowledge
- Manage generous Salesforce pipeline while maintaining a fast pace retail sales floor collecting leads
- Former Customer Experience Specialist I/II (October 2018 - May 2019)

AMResorts, Newtown Square, PA

July 2017 - June 2018

Sales & Marketing Associate, Canada

- Manage & facilitate over 10 million dollars worth of marketing co-op plans year over year while negotiating initiatives throughout each individual partner agreement
 - Prepare back-up as ROI & Proof of Performance for all quarterly business reviews, conference presentations & business plans
 - Assume the role & responsibilities of a liaison between AMResorts Canada team & the company's integrated PR campaigns & track results
 - Work efficiently with multiple departments such as Revenue Management, Distribution, Digital, Romance & Creative/Design to execute projects for sales/marketing partnerships & brand awareness in the Canadian market
-

EDUCATION

Penn LPS Coding Bootcamp, *University of Pennsylvania* 2019-2020
Bachelor of Arts, Communications & Media Studies, *Cabrini University* 2015

Philadelphia, PA
Radnor, PA