**Emilie Natsumi Hockman** 949.636.7476 🢒 emiliehock@gmail.com 🢒 LinkedIn

***Sales & Marketing Professional***

Competitive and highly motivated creative business professional who leads by example. A self-starter looking to collaborate with a team of experts who put in care and attention to understand product promotion and consultative selling. Strong conflict resolution process knowledge. Quickly adapts to the ever-evolving economy that calls for pivots in strategic/tactical planning.

**Relationship Building • High Quality Customer Service • Client Collaboration • Clear Communication• Negotiations Budget Management • Trend/Market Analysis • New Business Opportunities • Quality Control**

**EXPERIENCE**

**FOX RESTAURANT CONCEPTS - Gift Card Specialist (May 2023-Present)** Oversee a $6.2M gift card program, growing 3% YOY that serves all guests for the 65+ locations. Cultivate strong internal and B2B relationships to increase gift card sales with local partners.

▪Launched a successful Spring Gift Card Promotion for all Flower Child and Fox Restaurant Concepts locations that increased sales by $399K vs PY for a 90-day total sales revenue of $514K. Oversaw email, social media, website sliders and pop-ups during this campaign.

▪Managed more than 30 events for Fox Restaurant Concepts locations in Arizona, California, Illinois, Texas, and Colorado within 6 months, which drove more than $31K in bounce back redemptions.

▪Implemented a successful fundraising night program that on average increased store sales by 6% and engaged local schools and charitable organizations.

▪Donated to more than 60 non-profit organizations each quarter to support local community outreach programs and increase brand awareness across the nation.

**JOYBYTE - Influencer Campaign Manager (April 2022 – May 2023)** 2022-2023 Promoted to be the visible face & voice of the company, building the influencer team while scaling brand partnerships and brand ambassadors. Holds a book of business encompassing 12 clients, up to 20 campaigns at one time and up to 700 influencers to call on and engage with. Creates law-abiding contracts, processes payments, maintains connections, ensures clients stay on retainer and drive results via media value, website clicks and revenue.

▪ Championed a quarterly home bedding company initiative that increased their web traffic by 50% in Q1 with website traffic hitting 176% of goal and social media engagement exceeding 200%; achieved Earned Media Value (EMV) of $1M.

▪ Critical member of the team that created and executed a holistic health influencer campaign including a high performance giveaway that gained the client 1.5K followers in 1-day with subsequent gains of 266% follower growth, 25K+ followers within the first 90 days, 698% website traffic increase and 25% sales improvements.

**Community Manager (January 2022 – April 2022)**

Delivered interactive services while supporting social media partnerships, contests, and giveaways while cultivating influencer and authentic follower relationships to help grow the brand. Conducted detailed quality control checks to ensure that nothing compromises the brands image.

▪ Delivered top-tier platform management that increased inbound & outbound engagement for a trending golf brand by 56%. Ensured 63.4% of messages were responded to within 24 hours and quadrupled SMV to $463K in Q1.

▪ Observant in maintaining the brands’ authentic voice and public image by strategically responding to comments, direct messages, tagged posts and mentions.

**NORTH ITALIA, BLANCO, CRUMBL COOKIES & AFTERS ICE CREAM - Lead Host/Shift Lead/Hostess (2016-2022)** Utilized set principles of quality, service and consistency to build positive relationships and strengthen teams in a high-volume, high-stress environment. Developed pipeline and clientele, establishing a solid footprint within the market. Handled guest complaints, escalations, comments, and suggestions. Coordinated 550+ reservations per night.

▪ Energized and improved the focus of customer-facing service, necessary to maintain a white glove level of quality.

▪ Refined and created scalability in the business platform, ensuring identified problems were given a standard response and the teams were able to define the product to build a durable customer base.

**OPTIMA MEDICAL – Marketing Coordinator (2021)** Persuasively coordinated charitable events with accounts across small to large businesses, schools and chambers of commerce. Collaborated with multiple news outlets, broadcasting companies, and schools throughout Arizona to build creative strategy by maximizing company growth. Cleaned patient-facing reviews online by promptly responding to each individual to show empathy and that they are valued.

▪ Amplified accounts reached by 13.2% through creating top posts and engaging content that solicits excitement.

▪ Increased user engagements from 12 to 2K+ views monthly with 22.9% turning into solid patient leads.

▪ Strategic event planning coordinating more than 5 events attended by thousands of individuals and sponsored by brands to expand visibility.

**PROFESSIONAL DEVELOPMENT**

**Education:** Grand Canyon University, Phoenix, AZ — **Bachelor of Science: Sociology, Psychology & Marketing**, 2021 **Internship:** VIVE18**, Lead Social Media Intern**

**License: Sprout Social Platform**