

ARIELLE ADENS

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PROFESSIONAL SUMMARY

5+ years in in-house marketing and product management, with a focus on event coordination, community engagement and social listening. Leading internal talent teams at career services in higher education, nonprofits and retail with 5-10 employees. Translating customer insights into strategic product storytelling, cutting inventory waste by 15% and increasing customer acquisition by 20%.

WORK EXPERIENCE

Events and Marketing Coordinator | VCU Business Career Services Aug 2022- Dec 2025

- Assisted in organizing and executing career fairs and on-campus recruitment events simultaneously, increasing attendance by 25% and attracting 30% more first-time attendees.
- Supported product line planning and assortment decisions across 10+ snack and beverage categories, tracking 4000+ student consumption habits, reducing inventory waste by 15%.
- Increased campaign execution speed by 50% by designing standardized visual branding assets kit and drove adoption by two cross-functional departments.

Social Media Intern | CodeVA May 2022 - May 2024

- Launched a bi-weekly educator Instagram Stories feature with a GTM campaign that successfully filled 75% of under-enrolled classes in 30 days.
- Spearheaded a comprehensive social media content audit, streamlining brand messaging to activate youth-driven narratives, resulting in a boost in class enrollments and request for additional classes.

Sales Associate | New York & Company Sep 2018 - Jan 2020

- Led the organization and curation of 500+ apparel SKUs across 3 collections adapting visual merchandising to preserve product storytelling and maintain 95%+ floor readiness during inventory delays.
- Designed and trained 4 sales associates on new backstock organizational system, reducing ghost inventory and increasing stock-to-floor speed.
- Exceeded store daily sales goals by constantly maintaining a 5% increase in personal sales through dedicated repeat customers.

Content Coordinator | Genesislevel Model Agency May 2018 - Dec 2019

- Built comprehensive project tracking templates that improved visibility into milestone progress, credited with reducing status update meetings and increasing cross-functional productivity.
 - Initiated and managed Instagram UGC recruitment campaign integrating real-time audience interaction turning talent discovery into a community-driven experience that generated 250+ submissions.
 - Curated 30+ model digital portfolios through a seasonal storytelling strategy, driving talent placement across 5 industry publications and increasing customer acquisition by 20%.
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EDUCATION

M.S., Business Branding (Concentration in Strategy) | VCU Brandcenter Aug 2022 – May 2024

MBA (Concentration in Strategic Communication) | Virginia Commonwealth University Dec 2021 – May 2022

M.S., Global Marketing Management | Virginia Commonwealth University Jan 2020 – Dec 2021

B.S., Fashion Merchandising (Minor in Marketing) | Old Dominion University Aug 2014 – May 2018

SKILLS

Audience Segmentation | Competitive Research | Creative Briefing | Milestone Planning | Process Improvement & Training | SKU & Inventory Management | Digital Asset Management | Agile Resource Allocation | User Journey Mapping | Product Storytelling