

ANGELA JANSSON

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Professional Objective: Jewelry industry marketing professional with over 18 years experience, looking to join a dynamic, leading edge firm.

Professional Experience

A. JAFFE | New York, NY

1993 – Present

Advertising | Sales Director (2010 – Present)

- Design and execute Sales and Marketing strategy, while maintaining all existing Marketing Manager responsibilities.
- Manage new product introductions and coordinate product entry into Sales Force's lines.
- Direct all product display design and in-store signage from prototype to final model and distribution.
- Approve art design for cooperative advertising and credit accounts for co-op reimbursement.
- Liaise with outside vendors and magazine account executives to optimize marketing budget and media placement.
- Attend retailer bridal shows and industry tradeshow to oversee sales and branding at each event.
- Coordinate all projects surrounding major industry tradeshow and provide Sales Force with necessary product and selling information.
- Schedule and maintain Retailer training with Sales Force.
- Manage outside PR and advertising agency to ensure all press is consistent with overall brand message.
- Responsible for product selection to present to magazine editors for editorial coverage.
- Oversee Retailer Sales Incentive Program, ensuring sales associates are engaged and motivated to sell A. JAFFE.
- Train and educate in-store sales staff in Mumbai flagship boutique.

Marketing Manager (2001 – 2010)

- Direct design and production of all marketing materials including brochures, catalogs, postcards, and signage.
- Manage cooperative advertising program for all independent retailers.
- Oversee production of the Sales Force sample line. Ensure all new product introductions meet deadlines and coordinate visual merchandising components to make them available for the sales season. Responsible for all event management including:
 - Manage all contracts to facilitate all events.
 - Coordinating and executing trade shows and sales meetings from initial stages.
 - Oversee all facets of event coordination from booth set up through deconstruction, as well as ensuring house sample line arrives on time, assisting customers with product merchandising, entertaining clients.

Account Executive (1993 -2001)

- Coordinated trade shows and represented the firm at all outside events.
- Managed over 250 accounts in the East Coast, Midwest, New England and European territories.
- Reported directly to the VP of Sales.
- Interfaced with retailers to address order inquiries and delivery status.
- Cultivated relationships with retailers and managed day-to-day issues.
- Resolved retailer complaints and conflicts and initiated mutually beneficial solutions.

Macy's | Garden City, NY

1989 – 1993

Pearl Specialist, Sales Associate

- Oversaw repair quality control procedures to ensure customer satisfaction.
- Secured and regulated the flow of all fine jewelry from receipt to merchandising.
- Merchandised pearl showcases to ensure an unparalleled selection was always on display.
- Consulted customers and advised purchases within budget and taste.

Computer Skills

Fluent in Microsoft Word, web and e-mail applications; Experience in MS Excel, MS PowerPoint and MS Axapta

Education

Fashion Institute of Technology | New York, NY

- *Bachelor of Science* in Marketing and Fashion Merchandising 1987.

Nassau Community College | Hempstead, NY

- *Associate in Liberal Arts* in Fashion Buying and Merchandising, Nassau Community College 1985