

# Celeste Susemihl

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## Summary

My love for entrepreneurship and business development has been a passion of mine since I was young. Currently, I am working on my small business e-commerce website that offers nature-inspired products across multiple categories with one common goal: rejuvenating the home sanctuary since the adaptation of working remotely and homeschooling.

As a marketing professional, I have account management experience working for e-commerce companies, campaign and social media planning across various industries, and content creation ranging from real estate law to construction professions. In my spare time, I enjoy engaging in creative projects and learning new subjects to fulfill my curious nature about life.

## Experience



### Owner

#### Even in a Pinch

Nov 2019 - Present (2 years 4 months +)

I created Even in a Pinch, LLC in 2019. It started primarily as a side hustle business where I would buy and resell products via various channels including Amazon, eBay, and Shopify. I am currently working on its website, ShoppingInaPinch.com, a one-stop-shop for purchasing nature-inspired, eco-friendly, and innovative products that are functional and helpful in rejuvenating the home sanctuary that has been lost since COVID hit. I felt that our hybrid home office/homeschooling/family home was in need of products that could be productive while bringing nature into the homes for the sake of its healthy lifestyle benefits. I am a one-woman show for this project which includes the marketing, website design, social media, product sourcing, logistics, and accounting.



### Sales and Marketing Manager

#### PrimarySource

Sep 2021 - Dec 2021 (4 months)

Created business pages and social media business pages for the company, edited Wordpress backend, acquired new customers and business while providing quality assurance and customer service to existing clients, implemented Google analytics and other tools for measuring metrics, customized our CRM processes and educated team on Hubspot, etc.



### Account Manager

#### TopDawg - Dropshipping Wholesale Products and Supplies

Oct 2020 - Sep 2021 (1 year)

Managed over 2,000 online retailer accounts, email marketing campaigns, tested website updates and ensured quality assurance, responsible for acquiring suppliers that signed up for our platform which

accounted for over 200,000 products that are on our catalog today, assisted with customer service, trained new employees on the retailer acquisition side of the business, etc.



### **Marketing Director and Administrative Assistant to the Firm**

Law Offices of Grant W. Kehres, P.A.

Mar 2018 - Mar 2020 (2 years 1 month)

Coordinate campaigns to build relationships and referral resources, update website, and administrative tasks.



### **Marketing Director Contractor**

GreenLight Maximum Recovery

Jun 2019 - Sep 2019 (4 months)

Coordinated the marketing efforts via social media platforms to include content creation and curation, connected with industry professionals, and optimized the original website by streamlining navigational structure and utilizing SEO best practices.

## **Education**



### **University of Georgia - Terry College of Business**

Bachelor of Business Administration - BBA, Marketing

2004 - 2008

## **Licenses & Certifications**



### **Advanced Google Analytics - Google**

Issued Nov 2021 - Expires Nov 2024



### **Google Analytics for Beginners - Google**

Issued Nov 2021 - Expires Nov 2024



### **Inbound - HubSpot**

Issued Jan 2020 - Expires Feb 2022

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### **Inbound Sales - HubSpot**

Issued Jan 2020 - Expires Feb 2022

92ff2230908a4e369fdebd321602a190



### **Lean Six Sigma White Belt Certification - Management & Strategy Institute**

Issued Dec 2021 - Expires Dec 2024

105380868



### **Email Marketing - HubSpot Academy**

Issued Dec 2021 - Expires Jan 2024

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## Skills

Marketing Strategy • Entrepreneurship • Analytical Skills • Customer Relationship Management (CRM) • Marketing • Sales • Small Business • Social Media • Sales & Marketing • Business Strategy

## Honors & Awards



**Graduated Cum Laude** - The University of Georgia

May 2008

Graduated cum laude with a 3.57/4.00 from the The University of Georgia