

SHEILA LUMA

PROFESSIONAL MBA CANDIDATE

CONTACT

- 954-684-2307
- Pompano Beach, FL, 33064
- Sheila1.luma@gmail.com

SKILLS

PROFESSIONAL

- Teamwork + collaboration
- Recruiting & interviewing
- Strategic Planning
- Negotiation
- Cultural awareness
- Social media campaigns + marketing

EDUCATION

- Master of Business Administration**
Specialization:
Leadership/ Marketing Channel Strategy
Florida International University
December 2021
- Bachelor of Science in Business Administration**
Concentration:
Marketing and Management
Florida Agricultural & Mechanical University
May 2019

PROFILE

Innovative marketing leader that implements strategic and tactical marketing campaigns to drive engagement and sales. Bringing solid history of success in boosting program operations efficiency, conversion rates and performance. Well-versed in both online and traditional marketing approaches. Results-oriented and collaborative, bringing expertise in brand management and social media engagement.

EXPERIENCE

MARKETING INTERNSHIPS

SUPERFLY REMOTE | JUN 2021 - AUG 2021
INTERSHIP

SUPERFLY NYC

Working with and supporting a dedicated group of storytellers, content creators, strategists, and experience builders to help brands connect meaningfully to culture through brand strategy, experiential marketing, virtual experiences, and social media amplification.

MARKETING AND BRAND | MAY 2021 - JUN 2021
PARTNERSHIPS INTERN

IN THE WIND MANAGEMENT

Currently developing and executing strategic marketing partnerships that drive both revenue and marketing support to the company. Charged with expanding new business prospects and contribute to delivering best-in-class entertainment marketing, content, and event programs for new and existing clients.

WORK HISTORY

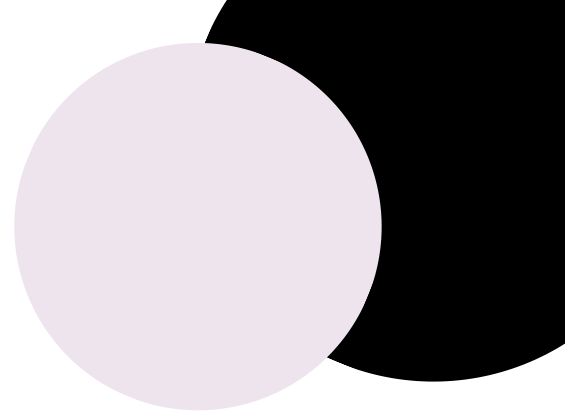
ASSISTANT MANAGER | AUG 2019 - JAN 2020

SHERWIN WILLIAMS

Serviced wholesale and retail customers, while supporting all aspects of store operations, including customer service, marketing, merchandising, inventory and store safety. Shared responsibility with the manager for ordering and managing inventory, driving sales & gallons growth.

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AFFILIATIONS

- **Haitian Student Union**
President
Term: 2021-2022
- **National Black MBA Association**
Member
Term: 2021-2022

SKILLS

TECHNICAL

- SEO and Google Analytics
- Google Adwords
- Digital Marketing
- Microsoft Office Pack
- Adobe Suite
- Canva

LANGUAGE PROFICIENCY

French

85%

Creole

95%

EXPERIENCE (CONTINUED)

○ ASSISTANT MANAGER | AUG 2019 - JAN 2020

SHERWIN WILLIAMS

- Ensured satisfaction for both contractors and DIY customers while building positive long-term rapport
- Handled accounts receivable, store merchandising, stock rotation and replenishment

ACHIEVEMENTS

- Maximized revenue goals in two consecutive quarters through market growth initiatives and surpassed store's annual sales plan
- Developed analytical skills to review reports, store performance and promoted interaction by 20%
- Conducted recruitment for new hires and cultivated fifteen employees to excel standard of corporation

○ LEASING SALESMAN | NOV 2017 - APR 2019 INTERNSHIP

STUDENT HOUSING SOLUTIONS

Worked closely with management and leasing agents in an administrative role to provide property management related services as well off campus housing solutions to college students and young professionals.

- Collaborated with management on Accounts Payable, vendor scheduling, ordering maintenance supplies and weekly owner's reports.
- Coordinated apartment make-ready process, leased apartments to prospective residents and managed sales process from start to finish.
- Created customized applications to make critical predictions, automate reasoning and decisions, and calculate optimization algorithms.

ACHIEVEMENTS

- Reduced delinquency substantially and increased occupancy.
- Integrated a one-page performance appraisal, leveraged responsiveness and efficiency of customer service team.

○ SALES ASSOCIATE: BARNES & NOBLE | AUG 2012 - OCT 2016