

# JENNIFER TRAX

## Summary

To have a position that places emphasis on my creative background, leadership skills, drive, enthusiasm, and team player mentality. Superiors have reviewed me as a creative and self-driven employee.

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📍 Crystal Lake, Illinois 60014

## Work History

**Creative Account Manager**, Bob Lilly Promotions, Dallas, 04/2022 – 10/2022  
Remote Work

As a Creative Account Manager with an inside sale professional alias, I took pride in growing solid account relationship and profitability. This role encompasses the responsibilities of quoting, sourcing, new trends, stock awareness, logistics knowledge, creative presentations to align with the customer character and vibe, special custom packaging projects, various projects such as ambassador campaigns, verbal and written communication, helping others collaborate, and train/coach/lend knowledge to employees when needed.

**Marketing Specialist**, SpecWorks Inc, Maryland, Remote 01/2019 – 01/2022  
Work

As marketing specialists, I would devise and implement marketing programs and campaigns that communicate with customers through channels such as promotional products, email, websites, social media, on site promotions, and print. I am eloquent in crafting content creation, as well as crafting presentations that align with the client needs and vibe. I would exhibit marketing strategy while leading the campaigns for a major brand. I managed order processing, presentation, and quotes via Commonsku System. I worked primarily on one influential brand/account to build and maintain the relationship.

**Promotional Marketing Platform Specialist**, Nadel International, California, Remote Work 01/2013 – 01/2019

The beginning of my marketing journey started with Nadel. As I went through extensive training, I became a specialist in the industry. I facilitated creative branding, marketing services, and visual merchandizing for client's events in store and on-locations. I would recommend and organize promotions, retail marketing projects, creative design, social media advertising and new development implementation. I provided companies with banded products and custom projects. I would on a daily basis perform sourcing, quoting, presentations, and follow through.

### Client Relationships/Promotional Products Industry

Through my career in Promotional Marketing, I am very proud to have built relationships and profitability with companies such as:

- *Monster Jobs, Advocate Health Care, The Skimm, Henry Ford, Viega, Western Global, Centegra Health systems, Beachwaver, John Hopkins, Air France, Kia, Aptar, Peoplefluent, Sage Medical, DeepOcean.*

**Seasonal Business Owner**, Match My Girl, Illinois 01/2011 – 01/2013

Match My Girl – Seasonal business owner. Part time.

I would design, create, perform sales, and all administrative duties for custom design matching American Girl doll outfits to match that of the child's activity. Specializing in sales to teams and spirit wear companies. Individual booth sales and visual merchandizing in participating stores. In addition, Match My Girl participated in fundraisers with sports associations. I have sold as a vendor at sports competitions and spoken at various community venues.

**Banking Career \_ All Positions**, Washington Mutual Bank, California\_Illinois 06/1989 – 07/2008

**Executive Administrative Assistant, IL** – Train and oversaw 15 appraisal Centers. Working with KPI reports, employee hire, terminate, training, audits.

**Floating General Branch Manager, CA** – Oversaw 22 branches representing the Regional Manager. Experienced in mortgage lending, human resources, coaching employees, compliance, coordinating, setting work culture, meeting customer needs, community involvement. In addition, I performed staff and regional meetings, and hiring the right people.

**Branch Manager In Store, CA**- Opened 3 branches, hired staff, was on the De novo Pilot team for new concept "in store" retail branches, as well as on the design team resulting in maximum branch efficiency. Experienced in training employees, soliciting new business. Train and mentored staff.

**Assistant Branch Manager In Branch, CA** - Experienced in managing operations, sales, and mortgage lending departments, training and maximizing efforts of others.

**New Accounts Supervisor, CA** - Opened bank accounts, originated paperwork for mortgage lending and home equity loans.

**Bank Teller, CA** - Helped customers with bank transactions, balanced a money drawer and cross sold products. Experience in theft and safety procedures.

## **Skills**

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Creative, Detail-Oriented, Team Building, Professional Attitude, Independence, Problem Identification, Stress Management

## **Certification**

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### **Career Accomplishments**

- I implemented emergency procedures for immediate response in declared emergency, and worked in stressful situations such as bank robbery, earthquake, and riots.
- Developed, organized, hired a staff and trained a startup plan for the opening of 3 supermarket banks. Successful in securing 13.3 million in assets during the first 3 months of operation, setting the future
- Achieved goals contributed to third largest in the region 106 million in assets at the branch I managed.
- Experience in hiring the right people, discharging employees, training employees, conducting and developing training courses, in addition to developing sales strategy.
- I was on the bank merger committee through 3 enormous mergers.
- I had a reputable track record for audits, including compliance and operations.
- I have been the lead on creative high-profile projects
- I have been known as a trusted personal shopper within executive brands