



*Ben Jasmine*

# BEN JASMINE

## Shopify store developer & Marketing consultation

A win of your product to get the sale is my win as a team. As a Shopify beast with a strong background in marketing qualified to convert your visitors into loyal customers.

I will conduct the plan reach, execute, and optimization for conversion dynamic to retarget customers.

## CONTACT

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📍 GF11 Aralopon, Ilesha Estate, Nigeria

## EXPERTISE

- Shopify Store design
- Product research
- Shopify Marketing & sales
- Social Media Marketing
- Email marketing
- Email campaign flows
- SEO
- Marketing Strategy
- Branding

## REFERENCES

David Mele  
CEO | Warner & Spencer  
+123-456-7890

Lorna Alvarado  
CEO | Larana, Inc.  
+123-456-7890

## WORK EXPERIENCE

### SENIOR BRAND STRATEGIST 2020 - 2022

- Assist in managing the company brand portfolio, including oversight of naming strategies, brand name hierarchy, trademark management, and enforcement.
- Build systems to triage naming requests and manage creative workflow
- Manage documentation of all brand efforts, including naming, design, and visual assets, within our team and across various levels of the organization
- Serve as project manager for brand projects

### BRAND STRATEGIST 2018 - 2019

- Support Premium business teams to align their strategies and executions to the brand
- Collaborate with other relevant functions to develop strategies that drive the Premium brand vision and objectives

### JUNIOR BRAND STRATEGIST 2016 - 2018

- Manage and track project budgets to ensure effective deployment and spend in line with budget
- Ensure quality of Marketing and Creative briefs
- Dedicatedly pitch new ideas to solve business challenges

## EDUCATION

UNIVERSITY OF OSUN STATE 2016-2019  
Bachelor of Science in Marketing)