

INGRID CHARGOY

ingridchargoy@gmail.com | (213) 326-8268 | Los Angeles, CA | [Linkedin.com/in/ingridchargoy/](https://www.linkedin.com/in/ingridchargoy/) | Ingridchargoy.com

PROFESSIONAL SUMMARY

As a skilled and creative digital marketer, I have experience managing successful social media campaigns, executing targeted digital strategies, and developing compelling content across various platforms. With expertise in SMM, influencer marketing, and e-commerce, I use a customer-centric approach to achieve measurable results. My experience in the beauty industry and leading a team of micro and mid-tier creators has sharpened my communication and analytical skills, making me a valuable addition to any marketing team.

EDUCATION

Cal State University Long Beach

Digital Marketing Professional Certification

Selected Coursework: Social Media, Digital Strategy, SEO, SEM, Copywriting, Email Marketing

Long Beach, CA

Jul. 2021 - Jun. 2022

Los Angeles Trade Technical College

Business Management and Administration Certification

Los Angeles, CA

Feb. 2017 - Dec. 2019

Los Angeles Trade Technical College

Arts & Associate's Degree - Fashion Design

Los Angeles, CA

Sep.. 2012 - Jun. 2016

SKILLS

Technologies: HootSuite, RivalIQ, Facebook Business Manager, Shopify, Klaviyo, Google Ads, Google Merchant, Google, Amazon Seller, ShipStation, Canva, Photoshop(basic editing), Illustrator (basic editing), Adobe Premiere Rush, Microsoft Excel, Microsoft Office.

Key Skills: Communication, Analytical Thinking, Creativity, Customer-Centric Approach, Strategic, Budget Management, Flexible, Team Player, Disciplined.

Areas of Expertise: SMM, Influencer Marketing, Paid Social Media, E-Commerce, Email Marketing, Video Marketing, Digital Strategy Development, Content Marketing, PPC.

Certifications:

HubSpot: Social Media Marketing, SEO, Digital Advertising.

PROFESSIONAL EXPERIENCE

Kara Beauty

Los Angeles, CA

Social Media Manager

May. 2020 - Mar. 2023

- Utilizing Hootsuite's and RivalIQ's analytics for top-performing content and partnerships with beauty influencers, I maximized reach and generated a yearly 64% increase in followers across all platforms.
- Using Hootsuite's reporting and Rival IQ, I created visually appealing and informative product campaigns that resonated with Kara Beauty's target audience. Shoppable posts, swipeable links, and optimized platform bios were often utilized to drive web traffic. The strategy resulted in a measurable 125% increase in web traffic for the year 2022 via social media, demonstrating its effectiveness.
- Increased follower satisfaction by decreasing response time by implementing Streams for each platform using HootSuite, providing customer chat support through the Facebook business manager, and implementing automated responses. Kara Beauty's comments and messages were 95% positive.
- Developed and executed a successful bi-monthly Instagram campaign featuring users wearing the brand, resulting in increased branded hashtag mentions and a steady flow of user-generated content.
- Promoted holiday sales through paid ads, email marketing, and video content leading to a significant increase in website revenue, with a 164% growth compared to the previous year.
- Successfully nurtured and cultivated partnerships with a team of 150+ micro and mid-tier creators by implementing a "Gift in Exchange for User-Generated Content" program. These partnerships proved valuable in establishing Kara Beauty's brand advocates and saved the company thousands in marketing expenses.

Nationwide Legal, LLC

Los Angeles, CA

AR Clerk

Oct. 2018 - Apr. 2020

- Managed client accounts, including monitoring account balances and aging reports, and communicating with customers regarding overdue payments and other account issues.
- Identified and resolved any issues or errors by auditing account discrepancies.
- Improved the accuracy of financial reporting by ensuring timely and accurate recording of all financial transactions and account activity.
- Completed various administrative tasks such as answering and directing phone calls, reporting, document filing, and data entry.

- Accurately posted payments to customer accounts, ensuring timely and correct allocation of funds and reducing customer payment discrepancies by 95% through diligent record-keeping and attention to detail.

BeautyJoint.com

E-Commerce Specialist
2018

Los Angeles, CA
Apr 2016 - Sep

- Oversaw and managed a customer service team, ensuring high levels of customer satisfaction and resolving issues in a timely and professional manner.
- Trained and provided ongoing support to new employees, resulting in improved performance and customer service.
- Created and maintained product listings across multiple marketplaces, optimizing for search and conversion rates.
- Managed disputes in compliance with marketplace policies, resulting in timely resolution and a positive customer experience.
- Maintained a 5-star rating across multiple marketplaces, demonstrating a commitment to customer satisfaction.
- Actively engaged with users on social media platforms via DMs and comments, responding to inquiries and addressing concerns in a timely and professional manner.
- Wrote product packaging copy in both English and Spanish, ensuring accurate and compelling descriptions of the product.
- Attended several B2B and B2C trade shows, including CosmoProf LV, ASD Market Week LV, and BeautyCon LA, to showcase the product and generate interest.

EntroUSA

Invoice Clerk

Los Angeles, CA
Jul. 2015 - Apr. 2016

- Ensured accurate and timely credit card payment processing and invoicing.
- Maintained up-to-date client information in the database.
- Demonstrated highly accurate data entry skills, achieving a 99% reduction in errors compared to the department average.
- Analyzed various shipping methods and negotiated cost-effective solutions without compromising on delivery timelines.

HadariOnline

Marketing Intern

Los Angeles, CA
May 2015 - Nov. 2016

- Collaborated with the entrepreneur to streamline day-to-day online apparel business operations.
- Managed product listings on multiple platforms, updating and maintaining accurate information to ensure the optimal customer experience.
- Produced high-quality product images by retouching, resizing, and enhancing with Adobe Lightroom.
- Generated innovative social media content ideas, resulting in increased engagement and brand awareness.
- Engaged with users through direct messages, comments, and tagged content, cultivating a positive brand image and improving customer loyalty.
- Conducted extensive Google research to identify industry trends, competitor strategies, and operational efficiencies, contributing to the development of new business strategies.

DaisoJapan

Store Manager

Los Angeles, CA
Apr. 2013 - May 2015

- Collaborated closely with the team to exceed sales goals, resulting in consistently high store revenue.
- Fostered a positive and productive work environment by training and mentoring new and existing staff to maintain high standards of customer service and sales performance.
- Led recruitment efforts by hiring, training, and overseeing new staff, resulting in a highly skilled and motivated team.
- Streamlined financial operations by processing bank deposits, maintaining accounts payable records, and preparing employees' payroll with precision and accuracy.
- Effectively professionally de-escalated customer complaints, resulting in improved customer satisfaction and loyalty.
- Managed inventory levels by ordering new items, conducting regular stock checks, and maximizing floor space through innovative promotional strategies to increase sales.

PROJECT EXPERIENCE

Project: Flame & Stone Digital Strategy

Apr. 2022- Jun. 2022

Group Project part of the Digital Marketing Certification program.

- Conducted an in-depth client analysis by performing an SEO audit and analyzing the client's background, product/service offering, digital presence, pain points, and other relevant factors. Used the insights gained from the analysis to make informed decisions and build effective campaign materials that proved the client's value.
- Developed and executed a Facebook strategy that targeted new and repeat customers, with a focus on building awareness, rebranding, and driving conversions. Crafted highly targeted content for each stage of the sales funnel, leveraging strong branding to ensure consistent messaging and optimal engagement.