

# Marena Shows

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## Education

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### **Dual Bachelor Degrees in Entrepreneurial Studies and Marketing**

Peter T. Paul College of Business and Economics | University of New Hampshire - Durham, NH

3.42 GPA

Worked Part-Time while a Full-Time student for the University Event Staff

August 2013 to May 2017

## Work Experience

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### **Entrepreneur/Founder**

ARMOREDMERMAID apparel- Remote

September 2019 to September 2021

Marketing materials designed include a website, logo, apparel designs, social media marketing campaign, general 3 year plan, etc.

ARMOREDMERMAID/Functional 45 collaboration - updated logo design and apparel created

Created a social media marketing campaign for launch

Designed the brand strategy to increase traffic flow to the website, and social media platforms

Ensured customer satisfaction by communicating and resolving any customer complaints

Managed company through platforms such as Shopify

Managed inventory

Executed competitive analysis to create companies implementation of advertisement strategy

### **Freelance Graphic Design/Marketing/Photography**

Shows and Co. - Present

Worked with companies such as: F45, Jayco Disposal, ARMOREDMERMAID, Sandpiper Cake Shop, Custom Portraits

Developed and executed designs for existing and new products

Prepared and sent final artwork to vendors to produce

Designed company logos utilizing Adobe Illustrator/Photoshop

Produced detailed visuals and illustrations while creating designs specific to client requests and desires

### **Marketing Manager/Social Media Coordinator**

DIY Stylist: Your at Home Salon Professional - Bentonville, AK - Remote

January 2020 to November 2021

Developed, implemented and monitored content across all social media platforms including but not limited to: Facebook, Instagram, LinkedIn, Twitter, Pinterest, etc.

Created a social media marketing campaign and 3 year marketing plan

Identified and obtained potential brand ambassadors/collaboration opportunities

Updated the brand strategy that increased traffic flow to the website, and social media platforms

Provided updates to team on social content performance weekly

Constructed original content using programs such as Adobe Illustrator, Canva and iMovie

Conceptualized and designed presentations for clients

### **Marketing Manager/Former Salon Coordinator**

Manhattan East Hair Design Studio - Peterborough, NH

January 2017 to Present

Created a social media marketing campaign, helped manage stylist social media profiles

Updated the brand strategy that increased traffic flow to the website, and social media platforms  
Ensured customer satisfaction by communicating and resolving any customer complaints  
Managed Salon & Spa Ultimate software  
Executed proper telephone procedures using appropriate customer service etiquette  
Accepted and process credit card and cash transactions  
Managed inventory weekly

### **Director of Marketing**

Pickering Educational Services - Walpole, NH  
July 2017 to October 2018

Attended, presented, and upheld booths at conferences/trade shows (Conferences/Trade shows/Events listed below)  
Networked with potential attendees for the Pickering Educational Services First Annual Personalized Learning Summit  
Established three year marketing plan for startup  
Aided business owners in developing company website format, advertisement and exposure  
Executed competitive analysis to better companies' implementation of advertisement strategy  
Marketing materials designed include a new website, brochures, a social media marketing campaign, conferences/trade shows

### CONFERENCES ATTENDED/PRESENTATIONS

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2018 Pickering Educational Services First Annual Personalized Learning Summit (Portsmouth, NH)  
2018 New England League of Middle Schools Annual Conference (Providence, RI)- breakout speaker/Exhibitor booth  
2018 Stamford School District (Stamford, CT) - staff & school board presentations  
2017 MassCue (Gillette Stadium - Foxboro, MA) - breakout session  
2020 F45 Valentine's Day Event - Collaboration with Functional 45 updated logo design/photography

### CREATIVE SKILLS AND COMPETENCIES

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**Highly Proficient:** Adobe Illustrator, Canva, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Google Drive, Social Media Marketing, Facebook Advertisement, Google Ads, Salon Ultimate Software, Hootsuite, Public Speaking, Wix/Shopify

**Familiar:** Adobe InDesign, Adobe Photoshop, CRM Marketing, CMS Tools (Wix, Wordpress)

### REFERENCES

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<b>Patrick Byrd</b> , Owner/CEO of DIY Stylist/1912 Walton	(479) 651-1803   <a href="mailto:patrick@1912walton.com">patrick@1912walton.com</a>
<b>Bill Brock</b> , Owner of Manhattan East Hair Design Studio	(603) 924-9893   <a href="mailto:bill@manhattaneasthair.com">bill@manhattaneasthair.com</a>
<b>Brian Pickering</b> , President of Pickering Educational Consulting	(603) 209-2783   <a href="mailto:brian.pickering13@gmail.com">brian.pickering13@gmail.com</a>