

Sneha Singh Nagar

(Open to relocate) | (404) 934-1707 | sneha.s.nagar@gmail.com | [Linkedin](#) | [Portfolio](#)

EXPERIENCE

Holbrook Life

Atlanta, GA

Marketing Communication Specialist

Dec 2024 - Present

- Collaborate with senior marketing leadership to implement growth strategies, driving brand development and revenue generation for luxury business units, including communities, spa and restaurants.
- Manage social media accounts on platforms like Instagram, LinkedIn, and Facebook, creating cohesive content strategies to boost engagement and maintain a consistent brand voice using Meta Business Suite.
- Design and produce marketing collateral, including email campaigns, newsletters, and promotional materials, leveraging tools like ActiveCampaign, Leadpages, Canva, and Adobe Creative Suite to deliver visually compelling and effective communication.

MGM Resorts International X SCADpro [scadproxmgm](#)

Atlanta, GA

Project Manager

Mar 2023 - Jun 2023

- Led a cross-functional team of 12 members to develop and launch a virtual onboarding platform, resulting in an 80% increase in employee engagement metrics.
- Developed and executed a detailed project plan utilizing Agile methodologies, leading to a 45% decrease in onboarding time for new employees.
- Defined clear project milestones and deliverables while adhering to strict budget constraints, resulting in the successful completion of the project under budget by 10%.

Sylvamo X SCADpro [scadproxsylvamo](#)

Atlanta, GA

Project Manager

Jan 2023 - Mar 2024

- Led a team of 12 designers and strategists in successfully revamping the brand's Pocket Pal Book, which resulted in an 80% enhancement in content visualization, readability, and overall quality.
- Developed and executed a comprehensive project plan emphasizing client collaboration, leading to a 60% increase in client satisfaction scores compared to the previous pocket pal.
- Conducted thorough market research to identify current trends, demographics, and competitive landscape, providing valuable insights that led to a 50% refinement in shaping the strategic direction for the forthcoming launch of the brand's Pocket Pal Book.
- Utilized strong editorial skills to streamline the drafting process of project materials, improving efficiency by 20% and reducing turnaround time by 2 days on average.

Lowe's Companies Inc. X SCADpro

Atlanta, GA

Project Coordinator

Mar 2022 - Jun 2022

- Collaborated with cross-functional teams to optimize customer touchpoints, leveraging data analysis to enhance in-store experiences, resulting in a 15% increase in customer satisfaction and a 10% reduction in transaction times.
- Developed and implemented data-driven project plans, timelines, and action calendars to streamline processes and ensure budget adherence, achieving successful project completion within budget.
- Established and maintained data alignment with key stakeholders to support project goals and resource needs, reducing project timeline by 10% through efficient coordination and QA measures.

CUSTOMER SERVICE EXPERIENCE

Abercrombie & Fitch Co.

Atlanta, GA

Brand Representative

Mar 2024 - Dec 2024

- Assisted an average of 60 customers daily in finding the right size and product, driving a 12% increase in customer satisfaction scores and boosting sales conversions.
- Operated POS and Zebra systems with 98% transaction accuracy to process sales, returns, and exchanges efficiently, ensuring a seamless customer experience.
- Efficiently managing inventory through restocking, product transfers, and shipping, ensuring a 95% stock compliance rate.

ECCO Shoes

Atlanta, GA

Brand Representative

Jun 2024 - Dec 2024

- Provided tailored customer service, assisting over 50 customers weekly in finding the perfect product fit and enhancing product knowledge, contributing to a 20% increase in customer satisfaction scores.

- Operated the POS system to process transactions efficiently, boosting conversion rates by 10% and achieving an average of 2 products per transaction through strategic upselling.
- Maintained inventory accuracy with a 98% stock compliance rate and upheld store standards through regular housekeeping and ongoing training on new product lines.

Savannah College of Art and Design
Student Ambassador Coordinator

Atlanta, GA
Sep 2022 - Nov 2023

- Coordinated a team of 40+ student ambassadors, scheduling and managing leading to a 20% increase in event attendance and participation metrics.
- Facilitated team-building activities and workshops, resulting in a more cohesive and efficient team dynamic, with a 15% decrease in conflicts among ambassadors.
- Developed and executed a comprehensive training program for new student ambassadors, resulting in a 90% increase in retention rates over the academic year.

EDUCATION

Savannah College of Art and Design
*MFA in Luxury and Brand Management, **Outstanding Academic Achievement Award***

Atlanta, GA
Graduation Date: Nov 2023

National Institute of Fashion technology
BFA in Knitwear Design Technology

Mumbai, India
Graduation Date: Jan 2017

ADDITIONALS

Softwares and applications : Adobe (XD, Illustrator, Indesign,) | Microsoft Office Suite | Google Workspace | Canva | Outlook | Slack | Sling | Active Campaign | Lead Pages | Meta Business Suite

Project Mangement | Creative Process Management | Marketing | Communication | Brand Strategy | Budgeting | Event

Skills: Planning and Coordination | Customer Relationship Management | Cross-Functional Collaboration | Data Management | Leadership | Organizational Skills | Creative Problem-Solving | Stakeholder Management | Time and Action Planning

Certifications: Six Sigma Yellow Belt | Fashion and Clothing Technology

Interests: Arts | BIPOC Empowerment | Community Involvement | Adventure Sports | Travel