

Theresa Okuwobi

Fashion Marketing & Brand Management

Chicago, IL | 708.890.9242 | tookuwobi@yahoo.com

EDUCATION

MASTER OF FINE ARTS IN FASHION MARKETING AND BRAND MANAGEMENT, MAY 2026

Academy of Art University

BACHELOR OF ARTS IN DIGITAL MEDIA MARKETING AND FASHION COMMUNICATION, MAY 2021

Columbia College Chicago

SKILLS

Microsoft Suite (Word, Excel, Powerpoint, Outlook)
Google Workplace (Docs, Sheets, Slides, Analytics)
SMM (Hootsuite, Sprout Social) + CRM (Salesforce, HubSpot)
Project Management (Asana, Trello, Airtable)
Email (Mailchimp, Klaviyo) + Canva
E-Commerce (Shopify, Square, Wix, Squarespace) + SEO/SEM
Tracking and Data Analysis + Content Strategy and Creation
Influencer and Event Marketing
Critical Thinking, Communication and Interpersonal Skills

WORK EXPERIENCE

E-COMMERCE MARKETING ASSISTANT, SOUTH LOOP LOFT (2025-Current)

- Produced and optimized Shopify product listings and maintained brand and editorial consistency across all content.
- Enhanced e-commerce performance through SEO and content strategy, including keyword research, meta titles, alt tags, cross-platform content drafting/scheduling, and monitoring site metrics via Shopify Analytics and Google Analytics.
- Supported cross-functional digital operations by uploading and formatting new products, conducting QA testing, maintaining internal tracking tools, and collaborating closely with the E-Commerce Manager and Photography/Inventory teams.

DIGITAL MARKETING MANAGER, PRGRSSN (2023-2024)

- Leveraged market data to identify opportunities for growth and implemented marketing strategies to maximize sales and visibility, increasing customer retention by 40%; [PRGRSSN Chicago Reader Feature](#).
- Developed email marketing campaigns, resulting in a 20% increase in online product sales.
- Oversaw daily operational activities, including monitoring and responding to emails, coordinating event logistics, and managing product orders to ensure smooth and efficient workflow.

MARKETING & SOCIAL MEDIA INTERN, THE FOLKLORE GROUP (2024)

- Assisted with social media content, digital marketing campaign plans, customer research and events planning; [The Folklore 2.0 Launch](#).
- Developed and managed content calendars for social media channels (Meta, TikTok, LinkedIn) alongside the website with optimized SEO and brand consistent content.

MARKETING & PR MANAGER, BRONZEVILLE WINERY (2022-2023)

- Secured press coverage with 12 major publications including the New York Times in first month for newly opened restaurant; [Bronzeville Winery New York Times Restaurant Feature](#).
- Created content for social media platforms, resulting in increased followers from 500 in March of 2022 to 8k in June of 2022 on Instagram.
- Produced high-quality marketing content, including newsletters, social media and promotional materials, which boosted customer engagement by 30%.

SOCIAL MEDIA COORDINATOR, THE SILVER ROOM (2021-2023)

- Created engaging social media content to generate user engagement, resulting in increased brand awareness up to 50% with an average of 52.8K content interactions per post on Instagram; [The Silver Room Social Content](#).
- Maintained a cohesive and authentic brand voice across all social media channels, resulting in a consistent brand identity and increase in Instagram following from 15K followers in September of 2021 to 21K in February of 2022.
- Executed social media marketing campaigns to drive customer retention, resulting in a 25% increase in website traffic and a 10% increase in product sales.