

# BLAKE FREYCINET

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## Work History

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**Owner / Founder** 01/2018 to Current

**A Journey With Us- Online Retailer** – Tallahassee, fl

- Created and designed website
- Created, promoted, and designed content through multiple social media platforms.
- Grossed over \$3,000 in revenue per month.

**Social Media Marketing Intern** 01/2018 to 03/2018

**Red Hills Ent.- Motion Picture Releasing Company** – Tallahassee, fl

- Manage and update social media accounts, including cross-platform content.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Collecting quantitative and qualitative data from marketing campaigns.

**SEC Mentor** 10/2016 to Current

**FSU- Center for Leadership and Social Change** – Tallahassee, Fl

- Stands for Situational. Environmental. Circumstances
- Work with At-Risk youth that currently attending Title-1 schools.
- Monitored students educational progress with individual charts and files.
- Attend workshops regarding mentoring, Race Relations and Ect.

**Store Management Intern** 05/2017 to 07/2017

**Macys** – Aventura, Fl

- Increased profits through effective sales training and troubleshooting profit loss areas.
- Designed and implemented new training initiative to support new Associates and improve teamwork.
- Reorganized stockrooms, managed store replenishment and overhauled sales floor.
- Monitored and analyzed sales records and consumer purchasing trends.

## Education

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**MBA: Business Administration** 2019

**Florida State University** - Tallahassee, FL

- Concentration in Real Estate
- Graduation Date : Spring 2019

**Bachelor of Arts: Marketing** 2018

**Florida State University** - Tallahassee, FL

- Graduation Date: Spring 2018
- GPA:3.47

## Affiliations

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- Black Student Union
- Caribbean Student Association
- Shakespeare Miami

## Skills

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- Exceptional customer service
- Personnel development
- Online marketing
- Project Management
- Merchandising
- Audience outreach