

TIFFANY TROUMOULIARIS

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EXPERIENCE

July 2020 -
Present

Owner - Idol Style

Idol Style is a digital women's clothing boutique focused on providing trendy fashions at an affordable pricepoint. I started Idol Style in July of 2020 and have run every aspect solely, including website design and management, social media management, email and SMS marketing, buying, inventory management, photography, graphic design, and more. I grew the company's email list to over 40,000 subscribers, TikTok following to over 140,000 followers, Pinterest to over 200,000 monthly viewers, and Instagram to almost 9,000 followers in the first 12 months.

July 2019 -
February 2021

Media & Marketing Manager - The Barre Code

Managed company's national social media accounts, including Instagram, Facebook, YouTube, and LinkedIn. Managed company's consumer retail website via Shopify. Managed national retail collections. Created monthly social media calendars and marketing plans for a franchise network of over 40 studios across the United States. Designed all graphic design assets. Designed national and local e-mail templates and campaigns. Assisted in creating the marketing plans for national challenges, sales, and events. Assisted fitness studios with their social media marketing goals. Created all marketing videos. Managed company's national On Demand website, including uploading new content weekly, writing blog posts, and updating design elements. Created updated Branding Guidelines to streamline brand awareness, aesthetic, and graphic designs requirements.

June 2017 -
March 2020

Graphic & Web Designer - Claire Burke

Created graphic design assets for e-mail marketing, social media, and the website. Assisted in the redesign of the company website. Edited product photos in Photoshop.

August 2016 -
November 2018

Graphic, Web, & Marketing Designer - The Burnette Agency

Designed all marketing materials for a variety of clients, including brand style guides, e-mail marketing, social media advertising, web banners, flyers, and more. Assisted in building client websites via Shopify & Squarespace.

Sept. 2015 -
Sept. 2017

Marketing & E-Commerce Manager - Swank. Boutique | shopswank.com

Managed all marketing initiatives for the boutique, including e-blasts, promotions, social media, customer relations, social media collaborations, and more. Managed and successfully grew the e-commerce store via Shopify. Assisted in buying for the boutique on a monthly basis based on customer purchasing habits. Designed all marketing materials for the boutique. Provided customer service and styling to VIP clients.

April 2015 -
Oct. 2015

Marketing Designer & Product Manager - BuyMeBeauty.com

Designed and coded email marketing materials and designed graphics for website. Managed and maintained social media accounts and curated original blog content. Photographed products, edited images for web, wrote creative product descriptions and managed new product creation.

EDUCATION

Savannah College of Art and Design (SCAD)
M.A., Luxury & Fashion Management, 2017

Savannah College of Art and Design (SCAD)
B.A., Visual Communications - Advertising, 2015

PROFESSIONAL SKILLS

Social Media Management & Growth
Graphic Design + Branding
Email & SMS Marketing
E-Commerce Management
Product Photography
Trend Forecasting + Analysis
Copywriting
Basic HTML
Blogging
Video Creation & Editing
Youtube Optimization
Short Form Video Strategy
Social Media Paid Advertising

TECHNICAL SKILLS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe After Effects
Adobe Lightroom
Adobe Premiere Pro
Basic HTML
Wordpress
Shopify
BigCommerce
Squarespace
MailChimp
Constant Contact
Facebook & Instagram Ads Manager
TikTok Ads Manager
Pinterest Ads Manager