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|  | **DEJA PRICE, MBA**  [Dejamina7@yahoo.com/](about:blank) H: (901)907-3688  **Linkedin:** [Let's Connect!](https://www.linkedin.com/in/dejamoneeprice/)  **Weebly:** <https://dejamoneeprice.weebly.com/>  Dallas, TX 75214 |

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| **EDUCATION** |

University of Memphis - Memphis, TN  *2019*

**MBA**: International Business

University of Memphis - Memphis, TN  *2018*

**Bachelor of Business Administration**: International Business, Mandarin Chinese

Central China Normal University - Wuhan, China, China *2016*

**Some College (No Degree):** Intensive Chinese Summer Language Program

**CERTIFICATIONS**

Diploma in Business Communication Skills 2020

Certificate in Social Media Strategy 2020

Certificate in the Art of Negotiation 2020

Google Analytics for Beginners 2020

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| **KEY SKILLS**  Microsoft Office, Analytical Thinking, Conflict Resolution, Administrative Skills, Creative Writing, High Emotional Intelligence, Graphic Design, Hobsons CRM, MailChimp, Canva, Research and Deep Diving, Intermediate Mandarin Chinese, Trello, Slack, Hootsuite  **EXPERIENCE**  **Area Manager/** Amazon- Memphis, TN & Dallas, TX *01/2021-Present*   * Started as Level I Associate in January 2021 and promoted to Level IV Area Manager within first three months at Amazon. * Motivating, mentoring, and managing a team of Level I & Level III Associates and Process Assistants respectively. * Communicating policies to my team and acting as the primary information source for the team -maintaining compliance, consistency, and taking corrective action when needed. * Supporting all safety programs and OSHA compliance to ensure a safe work environment for all associates. * Ensuring procedures are followed for building security and product loss prevention. * Partnering with the management team to establish and maintain quality control standards. * Developing performance goals and targets to achieve customer demand and ensure accuracy and quality. * Launched RELO site at IAH1 in Dallas, TX and received site-wide recognition as Wonder Woman of the Month- December 2021. * Used Excel sheets to scrub roster with HR department, to provide daily and quarterly updates, to make labor moves based on CPLH (Case Per Load Hour) calculations and items on sorters, to perform transship audits for Fluid Load, to make prior day planning decisions on how to allocate staffing hours into direct and indirect roles, etc. * Created an easy-to-follow Fluid Load training manual with guidance on Amazon intranet sites, sync meeting and Chime communication expectations, essential Fluid Load AM links, and a Fluid Load Abbreviations list for AMs new to Fluid Load. Shared this manual with previous Fluid Load OM and incoming Fluid Load AMs. Saved a minimum of 160 training hours through simplification and organization of information. * Organized team, kept up with project to-do lists, and delegated tasks through Slack communications.   **Social Media & Communications Manager/** Freelance *05/2020-Present*   * Performed market research on target audience and increased Pinterest viewership by over 300% using a budget of $8.75. * Designed and implemented social media strategy to align with business goals and increased follower count on Instagram by 10-15% month over month. * Created short- and long-term social media marketing strategy for CEO, resulting in improved user engagement, sold out Early Investigations Binders, and over $1200 in scholarship funds being raised in first month of fundraising. * Analyzed the long-term needs of the company’s social media strategy and reporting findings to CEO/Founder Otivia Headley-Cook. * Created automated email marketing campaigns for specific audiences, increased community email Open Rates from 27.3% to 60.6% and Link Click Rates from .05% to 2.5% within first 60 days. * Co-created social activism Facebook group with 2,000+ members called Assemble Memphis. * Assisted Shiquita Yarbrough in creation of racial education training sessions for Voice Our Power retreats. * Had frequent contact with clients to keep them abreast of social media progress and managed social media and other graphic projects through Canva, Hootsuite, Meta Business Suite, Trello, and Microsoft Teams. * Most successful organic social media post reached over 54,000 users and saw 4,500 content interactions on Instagram. * Marketed Voice Our Power racial equity retreats via email and social media; sold out first retreat and saw 80% of seats filled in second retreat.   **Compliance Analyst/** American Financial- Memphis, TN *02/2020-08/2020*   * Performed routine audit and monitoring of operations and defined policies. * Development, implemented, documented, and monitoring of the Compliance Management System. * Conducted file audits to ensure compliance with policies and federal and state compliance regulations. * Gathered initial compliance investigation documents and identified possible compliance issues. * Prepared correspondence and reports for regulators, management, and outside counsel. * Researched regulations and kept other departments abreast of government regulations. * Performed social media audit for Memphis locations and reported areas of improvement to CFO. |

**Communications Graduate Assistant**/ University of Memphis Enrollment Services - Memphis, TN  *05/2018 – 12/2019*

* Received promotion within Enrollment Services Department to Communications Graduate Assistant.
* Built Enrollment Services social media from scratch and create a strategy to increase awareness through social media that leverages the various benefits of each channel.
* Grew Enrollment Services social media following from 0 to approximately 700.
* Served on Search Committee with senior management for Recruitment and Orientation Communications Coordinator.
* Launched University of Memphis student-run call center, developed policies and procedures for tele-counseling department; interviewed and trained students to perform all tele-counseling functions.
* Developed creative, timely, and high-quality marketing materials for current and prospective students across digital and print platforms.
* Used Hobsons Retain Constituent Relationship Management (CRM) to implement approved communication plan and report analytics.
* Supervised 5-10 call center representatives in tele-counseling department and monitored phone call volume per representative to ensure productivity.
* Launched a new ticketing system known as TOPDesk and create a user guide for all Enrollment Services employees using this program.
* Managed IMBA projects and Enrollment Services Call Center schedules through G Suite. Collaborated with teammates in real-time through Google Sheets and Google Slides.

**Social Media Assistant** / University of Memphis Enrollment Services- Memphis, TN 03/2017 – 05/2018

* Managed University of Memphis Enrollment Services social media channels, including Facebook, Twitter, and Instagram.
* Created dynamic written, graphic, and video content that promoted audience interactions, increased audience presence, and encouraged audience participation.
* Partnered with Communications Coordinator to ensure content was timely, accurate, clear, actionable, and adhered to writing style guidelines.
* Completed credit evaluations for transfer students with prior credit; analyzed freshmen and transfer applications.

**Marketing and Public Relations Chair** / Lambda Theta Alpha Latin Sorority, Inc -  *12/2016 - 05/2018*

* Controlled four social media pages targeted towards members, alumnae, parents, and future members and grew following count by approximately 200 within the first year.
* Represented the chapter at sorority and university functions.
* Established long-term objectives and implemented ways to achieve them.
* Lead marketing committee to improve social media presence and ensure consistency and relevance in posts.
* Used Hootsuite social media planning platform to plan future posts and monitor the success for each post.
* Designed social media and other content including monthly newsletters and promotional flyers.
* Maintained cooperative relationship with representatives of other organizations and various campus leaders.
* Collaborated on informational marketing materials for Epsilon Omega at the University of Memphis.

**Secretary** / University of Memphis Alumni Association - Memphis, TN  *08/2016 - 05/2017*

* Greeted and assisted visiting alumni and friends of the university daily, ensuring that university and Alumni Association procedures were followed.
* Organized data entry, filed various forms, and aided Alumni Association staff daily.
* Delivered and received mail on behalf of the Alumni Association and ran errands as required by senior management.
* Assisted staff with event planning.
* Trained incoming secretary.
* Received and routed incoming calls and correspondence to promote timely communication.

**Accounting Clerk** / University of Memphis Foundation Office - Memphis, TN  *02/2016 - 08/2016*

* Accepted, documented, and disbursed private funds to support the university.
* Made bank deposits, delivered mail, and ran other errands as required by senior management.
* Scanned information into electronic storage, processed journals through university intranet, and documented endowments for the university.
* Trained incoming accounting clerks.
* Updated accounting ledger and journals with updated transaction information.

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| **ACTIVITIES AND HONORS** |

Lambda Theta Alpha Sorority, Inc. Member & Marketing Chair, Fall 2016-Spring 2018 International Students Association Member, Fall 2016-Spring 2018 University of Memphis Study Abroad Ambassador, Fall 2016-Present Black Scholars Unlimited Member, Spring 2016-Spring 2018 National Society of Leadership and Success Presidential Member, Fall 2015-Spring 2018