

ANNABELLE FLEURY

Atlanta, Georgia
404-694-2989
annabellesfleury@gmail.com
linkedin.com/in/annabellesailorfleury

WORK EXPERIENCE

Athleta

Sales Associate

Alpharetta, Georgia

October 2025-Present

- Drove daily sales performance through product consultations, styling services, and loyalty program promotion, exceeding sales & revenue goals by 10-15%
- Upheld corporate brand guidelines for in-person experience for all 400+ customers who visit the store on a daily basis
- Executed visual merchandising and inventory management to maintain premium in-store experience

Sky Society

Digital Marketing Intern

Remote

October 2025 - December 2025

- Created digital ad creative for Meta to promote a virtual marketing event, resulting in 360 attendees
- Built prospect list of influencers to coordinate UGC partnerships with 30+ TikTok creators, using HubSpot for outreach
- Authored and published SEO-optimized blog content on experiential marketing, utilizing SEMrush for keyword research
- Developed email marketing and social media content for a 32K+ subscriber base and 6,000+ Instagram followers, driving engagement and increasing open rates

Payscale

Sales Development Representative

Remote

August 2024 - February 2025

- Identified key audience segments using prospecting tools to support go-to-market outreach across 400 target accounts
- Generated 10+ qualified meetings per month through personalized, role-based outreach to key decision-makers
- Executed high-volume, multichannel campaigns using structured cadences, achieving an 18% response rate
- Collaborated cross-functionally to align messaging and improve meeting quality, contributing to the highest-performing Q3 and Q4 periods to date

Whole Aveda

Salon Coordinator

Oldsmar, Florida

November 2022 - March 2024

- Promoted salon services and retail products, contributing to 10–15% growth in service bookings and retail sales
- Owned end-to-end financial operations, including cash flow management and analysis of revenue, profitability, and stylist performance
- Successfully scheduled and maintained a calendar for thirty stylists across two locations, improving client retention and satisfaction by 20%

Key Skills

- **Technical:** Salesforce, HubSpot, Google Analytics, Excel, Adobe Creative Suite, Canva, Sprout Social, SEMrush, Monday.com, Notion, Beehiiv
- **Marketing:** Campaign Development, Audience Segmentation, Brand Positioning, Influencer Marketing, Paid Social (Meta), Community Growth, Market Research
- **Strategy:** Content Creation, Copywriting, Social Media Strategy, SEO, Trend Analysis, Stakeholder Collaboration, Performance Reporting

EDUCATION

Flagler College

Bachelors of Arts in Strategic Communication

Minor: Advertising

St. Augustine, Florida

Sky Society Accelerator

Digital Marketing Certificate