

Melissa Jencki

1203 Morelia Street, Santa Fe, NM 87505 | P: (907) 982-0832 E: mjenski@gmail.com | www.melissajenski.com

EDUCATION

Bachelor of Architecture - Awarded May 2006

University of Arizona, College of Architecture and Landscape Architecture, Tucson, Arizona

WORK EXPERIENCE

Product Development & Merchandising Coordinator

February 2015 – Present

Georgia O’Keeffe Museum - Santa Fe, New Mexico

- Collaborated with various vendors, including 11 local artists across numerous product categories to develop over 170 SKU’s, totaling \$779k in gross sales over a period of four years.
- Initiated and developed licensing agreements with local artists to collaborate on custom projects; this yielded \$6,200+ in royalties paid for 2018, a 39% increase over 2017 YTD.
- Currently working with eight vendors, equaling over \$45k in investments, to create products in various stages of development from concept to design iterations, sourcing manufacturers and materials, sampling to production. Estimated potential revenue of \$834k+ with average profit margins of 59.9%.
- Implemented new merchandising strategies and increased overall SKU counts resulting in 21.7% sales increase at brick and mortar location within the first two years.
- Increased e-commerce sales by 219.3% within first two years and helped launch a new mobile responsive site. Continue to refine online shopping experience for guests as well as back-end processes for fulfillment and shipping.
- Acted as owner’s rep for construction of *The O’Keeffe: Welcome Center*, a 4,700 sf building with an eight-month window for construction. Took on additional researching, sourcing and recommendation of materials and products for FF&E while overseeing budget.
- Coordinated and directed work with retail consultants for design of new 575 sf brick and mortar store. Oversaw construction and managed store installation.
- Provide creative direction for retail spotlight in quarterly Georgia O’Keeffe Museum member magazine, choosing product selection and working directly with photographer to create flat-lays.
- Oversee merchandising plans for two brick and mortar locations totaling 1100 sf and provide merchandising and visual display guidance to staff in order to maintain aesthetic intent.

- Content creation to promote retail store including graphics for e-commerce banners, social media and in-store signage alongside copy-writing for e-commerce products and various retail-specific marketing collateral.

Designer & Product Innovator

October 2012 – January 2015

Peyote Bird Designs - Santa Fe, New Mexico

- Involved with research, ideation and presentation of new jewelry collections for TJ Maxx, Pendleton and Sundance Catalog. Had several original designs featured in Sundance Catalog.
- Designed and developed marketing collateral, product displays, and branding for launch of several product lines including: Bead Bottle™, Rugged Rhinestones™ and TimePieces by Peyote Bird.
- Experience with copyright restrictions, trademarking, and UPC registration.
- Served as primary liaison with publishers to coordinate budget and due dates while designing, preparing and submitting final graphics for print and online advertising opportunities.
- Utilized hand-drawn and digital methodologies to design various jewelry components/pieces from concept to production, working with both in-house and overseas fabricators to ensure a high level of quality control and carry through of design intentions.

Executive Director

January 2011 – February 2012

Palmer Museum of History & Art - Palmer, Alaska

- Expanded retail sector while remaining sensitive to competing with local retailers. Increased store revenue by 13% despite 25% decrease in visitation.
- Oversaw two existing grants and obtained new grant funding through Alaska State Council on the Arts & National Endowment of the Arts for community art workshops with income generating potential of \$5,380 and involvement of over 100 participants.
- Organized first-ever *Saroma Festival*, celebrating Palmer's Japanese sister city; 700+ attendees, \$10K raised for Japan Relief Efforts (April 2011).
- Worked closely with museum studies intern to develop staff handbook with sound practices for artifact acquisition, exhibition and curation within a tight timeframe.
- Managed visitor services staff of seven employees during peak tourist season, streamlining processes for managing tour companies, increasing revenue via rack cards, and expanding and improving upon guest amenities.
- Liaison between nine-member Board of Directors, local government officials and community to identify and further the interests of all stakeholders.

RELEVANT SOFTWARE

Adobe Photoshop & InDesign, Microsoft Office Suite, Magento/Woo, Wrike, BaseCamp