

LYTIA SORRELL

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OBJECTIVE

To obtain a position in social media/ project management/digital marketing that will enable me to demonstrate my strong interpersonal skills, analytical, communication, creative thinking, and forecasting abilities to increase the revenue of the organization.

EXPERIENCE

LACED BY BAE, VIRGINIA BEACH, VA

Freelance Social Media Manager/ Content Creator, January 2023 – present

- Create and implement innovative and effective sales and marketing programs and events that drive traffic and increase sales for the organization.
- Develop marketing calendars, plans, budgets and event recaps for the venues' events and promotions
- Lead the planning and execution of marketing and events
- Create and implement social media content/campaigns across social platforms.
- Oversee the creation of social content calendars daily
- Monitor analytics to identify viable ideas and areas to optimize social media.
- Social media coverage & event operations.
- Provide customer service support through social media.
- Research new digital trends for implementation.
- Maintain and organize photo and video library.
- Identify and develop strategic layers for promotions and events
- Lead trade show/conventions
- Dispersion, tracking, organization of marketing and promotional collateral
- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals
- Set specific objectives and report on ROI
- Generate, edit, publish and share engaging content daily
- Monitor SEO and web traffic metrics
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Stay up-to-date with current technologies and trends in social media, design tools and applications

CMA CGM AMERICA, NORFOLK, VA

Import Dedicated Customer Service Rep, December 2020 – present

- A Ensure a Tier 1 level of customer service is provided.
- Prepare a daily customized tracking report for each Premiere customer, to include all cargo in the pipeline.
- Proactively identify bottlenecks, notify customer of all vessel delays, rolled cargo, and release issues.
- Monitor customs releases and notify customer of any government holds. Push for pre-clearance of cargo for on-dock rail movement.
- Prepare MQC reports, detention reports, and scorecards as needed.
- Monitor all Intermodal moves from discharge until empty return of cargo.
- Notify customers of all pick up numbers and last free days.
- Validate rates per the SVC and prepare vessel statement invoicing.
- Ensure all extended free time (demurrage/detention) is applied per the SVC.
- Liaison between the customer, various functional groups, and overseas offices. Maintain open relationship with Sales and the Account.

- Process diversions and rate disputes.
- Monitor the idle equipment report. Coordinate with customer and trucker to ensure timely returns.
- Coordinate customer's hazardous shipments and claims issues.
- Attend/hold account conference calls with customers.
- Participate in on-boarding of respective account.
- Ensure all customer SOP's are up to date.
- Miscellaneous related duties or projects as assigned.

CMA CGM AMERICA, NORFOLK, VA

Inbound Vessel Close Coordinator, December 2018 – December 2020

- Ensure pre-arrival notices are sent for all import cargo enabling the customer to meet the release requirements and avoid demurrage
- Monitors Customs Border Protection (CBP), United States Department of Agriculture (USDA) and all other government agency requirements and holds to ensure compliance and avoid fines and penalties; Ensure customer are notified of such holds and any action required on their part to avoid delays
- Monitor Bill Logs to ensure all CMA CGM requirements are satisfied prior to the release of cargo (OBL received, freight is paid, Customs cleared)
- Monitor Terminal reports to ensure EDI releases properly download in a timely manner; Understand respective port release procedures to avoid delays and unnecessary demurrage costs for CMA CGM and/or the customer
- Track Immediate Transportation bonds, Immediate Exportation bonds and Transportation and Exportation bonds (IT's, IE's & T&E's) to allow intermodal cargo to move to inland destination without delay, allowing customer to clear cargo with CBP at the inland destination
- Monitor Idle Cargo to identify cargo eligible for General Order or Abandonment.
- Communicate with customers, internal departments, CBP, and terminals on release issues and processes.
- Design processes and practicing continuous improvement methodologies to ensure the velocity of projects.
- Ensure that projects are delivered within the outlined timeline.
- Provide project specific direction to team members and internal parties.

CARMAX, VIRGINIA BEACH, VA

Buyer's Assistant, April 2018 – December 2018

- Inventory optioning and merchandising for the CarMax ecommerce site.
- Securing purchased inventory to the appropriate lot assignment.
- Completing visual inspections as a part of the inventory transfer process.
- Working independently to manage on-site auctions.
- Create visual merchandising presentations at the store front.
- Provide administrative support in the purchasing department.
- Operate independently within the framework of the store policies and procedures.
- Assist the buyer with the selection of the right product mix.
- Ensuring products are purchased at the right time, to specification and at a good price.
- Provide regular digital insights into traffic behaviors.
- Driving customer interaction through trends in the current field.
- Responsible for product detail throughout categories.
- Audit product detail page for accuracy.
- Verify appraisal sheet information for any discrepancies.
- Negotiating contracts with vendors and building positive, long-term relationships.
- Researching new suppliers and making recommendations to the buyer.

- Building collaboration to identify areas of opportunity.
- Preparing competitive retail and pricing strategies.
- Planning, monitoring, and maintaining suitable inventory levels.
- Preparing budgets and forecasting purchasing trends.
- Compiling reports on product performance and statistics.
- Routinely conduct in-depth analysis of merchandising and category usage.

NEW YORK AND COMPANY, NORFOLK, VA

Assistant Manager, September 2016 – May 2018

- Demonstrate a high-level of business acumen to drive sales
- Implement the talent strategy to develop a high performing team
- Create a store culture that is committed to exceeding customer expectations
- Provide excellent customer service
- Process shipment and replenish the sales floor as needed
- Apply fashion knowledge to make product recommendations
- Create visual merchandising presentations
- Planning, monitoring, and maintaining suitable inventory levels
- Ensures assigned zone is always filled in by size and color
- Produce and distribute regular reporting on key performance indicators
- Endorse brand recognition programs
- Manage and analysis product inventory
- Inventory and merchandising for the NY&Co ecommerce site
- Creating project plan goals and communicating them within our organization
- Operate independently within the framework of the store policies and procedures
- Maintain zone presentation to ensure the store remains organized
- Planning, monitoring, and maintaining suitable inventory levels.
- Meet all non-sell productivity and instant credit goals
- Compiling reports on product performance and statistics.
- Responsible for opening and closing store

GYMBOREE, CHESAPEAKE, VA

Sales Lead, December 2015 – September 2016

- Effectively promote all brand initiatives
- Orchestrate proper floor coverage to maximize store volume
- Implement strategies to achieve store shrink goals
- Complete markdowns and replenishment processes
- Responsible for opening and closing store
- Implements visual and merchandising strategies
- Provide excellent customer service
- Influence product creation
- Work closely with store management
- Achieve sales goals

EDUCATION

LIBERTY UNIVERSITY, MASTER OF MARKETING IN DIGITAL MARKETING AND
ADVERTISING

Currently Enrolled (October 2023)

OLD DOMINION UNIVERSITY, BACHELOR OF SCIENCE IN OCCUPATIONAL
TECHNICAL STUDIES WITH AN EMPHASIS IN FASHION MERCHANDISING

May 2017
Dean's List

DEEP CREEK HIGH SCHOOL, ADVANCED STUDIES

June 2013

Honors Graduate

SKILLS AND ACTIVITIES

- President, Fashion Association, ODU, 2016-2017
- Volunteered, The Children's Hospital of King's Daughters, Norfolk, VA, 2015
- Volunteered, Ronald McDonald House, Norfolk, VA, 2014
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Platform Management and Content Creation (Facebook, Twitter, Instagram, Tik Tok, YouTube)
- Adobe Creative Cloud (Photoshop, Illustrator, Acrobat, InDesign)
- Canva
- Marketing Programming (Coding: HTML)
- Copywriting and Editorial Skills
- Superior search engine optimization (SEO) strategy