

# TALIA FIELD

## PROFESSIONAL SUMMARY

Hello, I'm Talia Field. Enthusiastic about social media marketing for the positive impact it can create, thriving in team environments and embracing new opportunities. Committed and honest in all endeavors, with significant experience in the cannabis industry, bringing a deep understanding of medical and recreational benefits in the New York market. The goal is to make a lasting impact by always striving for excellence.

## CONTACT

📞 (845) 568-7525

✉️ Taliarosemarketing@gmail.com

🌐 Taliarosemarketing.com

## EDUCATION

Columbia University

Digital Marketing Certification

Orange County Community

Associates in Liberal Arts

## SKILLS

- Project Management
- Adaptability
- Social Media Marketing
- Content Creation
- Hashtag Strategy
- Brand Building
- Sales Strategies
- Point of Sale (POS) Systems (specifically Dutchie)
- Market Research
- Training and Development
- Team Collaboration
- Problem-Solving
- Customer Service
- Product Knowledge (Cannabis)

## WORK EXPERIENCE

Florette August 2024 - Present

Brand Ambassador

- Organize and execute pop-up events to enhance brand visibility.
- Develop and deliver budtender training sessions for product knowledge.
- Assist in creating and managing social media content to boost engagement.
- Collaborate on marketing materials and digital campaigns.
- Foster relationships with customers and industry professionals.
- Conduct market research to inform strategies and event planning.
- Represent the Florette brand at events, ensuring a positive image.
- Analyze performance metrics to improve marketing efforts.

Gratitude Buds May 2024 - July 2024

Lead Budtender

- Secured top seller position through focusing on customer education initiatives and genuine product advice, driving a 35% increase in upsell rates and a 20% improvement in overall customer retention.
- Train new staff on the Dutchie POS system for efficient use.
- Was part of the organization of the store and inventory for efficiency.
- Revamped and meticulously maintained an accurate, user-friendly store menu, resulting in a 25% increase in customer satisfaction and a 15% boost in monthly sales.

Curaleaf October 2023 - May 2024

Store Associate

- Leveraged pharmacist insights to introduce personalized pain management product recommendations; achieved a 40% increase in repeat customers and consistently received commendations for addressing individual needs and enhancing customer satisfaction.
- Efficiently managed store traffic and promptly assisted inquiries.
- Accurately inputted customer and product information for streamlined processes.
- Demonstrated commitment to the organization by restocking merchandise and helping manage inventory.
- Influenced the store's transformation and organizational efforts, ensuring seamless operations during changes.
- Supported the store through growth and changes, showcasing adaptability and dedication to both medical and recreational customers.

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## WORK EXPERIENCE

**Basis Management**      May 2023 - November 2023

Assistant Music Management Intern

- Coordinated schedules and communications for a music management team by implementing an automated calendar system; reduced scheduling conflicts by 40% and improved team response time by 30%
- Contributed to artist relations, enhancing tours and promotions with a strong music-focused dedication.
- Rapidly acquired industry knowledge, optimizing project management and adding value to the team.

**Reevolt**      March 2023- May 2023

Social Media Marketing Intern

- Formulated and executed a robust TikTok content plan with daily educational and promotional posts; elevated brand visibility by 45% and drove a 20% increase in app downloads.
- Generated an impressive growth, increasing followers by 30% and boosting app downloads by over 22% during the beta testing phase.