

# Tiara Gray

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Digital media professional with a diverse background in content curation, brand management and team oversight. I am seeking a role that leverages my expertise in lead generation, social media strategy and brand consistency, as well as my academic experience in search engine marketing, audience strategy and project management. Committed to upholding organizational values, promoting professionalism and developing impactful digital content to drive brand engagement and growth.

## Work Experience

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### American Eagle Outfitters

#### *Aerie Sales Leader*

July 2025 – Present | Torrance, California

- Analyzed daily and weekly sales reports to identify trends and adjust sales strategies accordingly; including updating daily KPI and goal reports and ensuring operational readiness
- Achieved or exceeded weekly and monthly sales goals by combining product expertise with a customer-first approach
- Adjusted schedules in real time to address call-outs, traffic fluctuations and operational priorities

#### *Merchandise Leader*

November 2024 – July 2025

- Guided and trained the Floorset team on merchandising updates, maintaining brand visual standards and how to improve the overall shopping experience
- Collaborated with the sales team on analyzing key shopping trends to optimize floor product and visibility
- Implemented innovative merchandising strategies by maintaining store appearance through regular adjustments and replenishment, identifying opportunities to enhance displays, and ensuring alignment with corporate marketing initiatives for optimal performance

#### *Senior Brand Ambassador*

Nov 2023 – November 2024

- Supervised and managed a team responsible for overseeing the shipment process, ensuring timely and accurate fulfillment while optimizing workflow
- Assisted in managing store operations, including marketing changes, inventory management and visual merchandising.
- Exhibited versatility and problem-solving skills by efficiently transitioning between various store zones, including the sales floor, cash wrap, fitting room and stockroom.
- Educated guests on AE & Aerie products and promoting the AEO loyalty program and credit card, enhancing guest engagement and brand loyalty.

### The Children's Place

#### *Sales Leader*

July 2019 – January 2020 | Carson, California

- Conducted routine sales audits, coordinated team check-ins, and facilitated team huddles.
- Onboarded and mentored new team members, emphasizing excellent customer service and sales targets and credit card promotions.
- Promoted the MY Place Credit Card, highlighting its benefits and rewards to customers.

### Thunder Gaming

#### *Assistant Editor*

May 2018 – October 2018 | Long Beach, California

- Managed on-set content capture and live editing during video game tournaments and conventions.
- Supported the lead editor in producing documentaries and eSports news, contributing to preliminary editing phases.

#### *Editing Intern*

April 2018 – May 2018

- Collaborated closely with the Creative Director in content curation and documentation.
- Edited an average of 10 interviews weekly, focusing on eSports business conventions.

### California State University, Dominguez Hills Dance Team

#### *Media Manager*

January 2016 – September 2018 | Carson, California

- Upheld and promoted brand consistency across three major social media channels, aligning with both team and institutional values.
- Developed and curated digital content tailored for online platforms and designed promotional flyers for offline events.
- Monitored and guided team members' social media activity, ensuring adherence to professionalism and the team's core values.

## Education

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### Arizona State University

*Master of Arts: Digital Audience Strategy, with Distinction – 2023*

### California State University, Dominguez Hills

*Bachelor of Arts: Digital Media Arts, Television Arts – 2018*