

NOELLE CHERMOL

MARKETING AND SOCIAL MEDIA COORDINATOR

CONTACT

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PROFILE SUMMARY

Social Media and Marketing Coordinator with a proven track record of supporting product launches across QVC, Amazon, Walmart, and DTC platforms. I bring a unique blend of creative and operational experience—writing and designing branded packaging, inserts, and digital content, while also managing backend coordination, retail listings, and launch calendars. I thrive in fast-paced environments where creativity meets logistics and love working cross-functionally to bring new products and stories to life across platforms like TikTok Shop, 40 Boxes, and Shopify.

EDUCATION

WEST CHESTER UNIVERSITY (2022–2024)

Bachelor of Arts in Media & Communication Studies, Magna Cum Laude

TEMPLE UNIVERSITY (2020–2021)

Media and Communication

PROFESSIONAL EXPERIENCE

Broadcast Brands LLC

Marketing & Social Media Coordinator (2024– PRESENT)

- Helped launch products across QVC, QVC UK, TikTok Shop, Amazon, Walmart, and 40 Boxes — overseeing listing buildout, product descriptions, photo coordination, and platform-specific requirements, especially for Walmart's backend and compliance process
- Planned and executed influencer campaigns for Sergio's Charcuterie and Relli's, and supported Sigma Beauty's QVC partnership with visual planning and campaign timing
- Collaborated with internal teams and designers to align packaging, timelines, and brand visuals — with exposure to backend processes and 3PL workflows
- Assisted in campaign planning and digital creative development with a focus on storytelling and audience engagement
- Analyzed marketing and product performance using Excel and platform tools; delivered insights to support future launches
- Contributed to competitive research and media planning decks for both in-house and influencer-led campaigns

Broadcast Brands LLC (Internship)

Social Media Intern (2023 – 2024)

- Created engaging digital content aligned with brand strategy, contributing directly to social media growth and increased brand visibility
- Supported strategic planning for beauty and lifestyle content launches, including QVC/HSN promotional events and interactive Market Live shopping experiences
- Assisted in curating product selections and storytelling for live shopping broadcasts, enhancing customer experience and driving engagement

SKILLS

- Beauty & CPG launch planning
- Influencer campaign support (TikTok, QVC)
- Trend forecasting & content ideation
- Creative briefs & visual planning
- Product listing optimization (Walmart, Amazon, TikTok Shop)
- Interactive commerce & live-selling execution
- Packaging workflow awareness & backend familiarity
- Digital analytics & post-campaign reporting
- Team collaboration across creative & ops