

Darius Warren

Digital Marketer and Retail Management Expert

dariussohilarious@gmail.com

(314) 620-5797

OBJECTIVE

Seeking to leverage strong communication, design, and strategic skills to drive brand awareness, enhance digital presence, and contribute to the growth and forward thinking of an organization.

EDUCATION

Lindenwood University – St. Charles

Graduated with a **Bachelors in Digital Marketing**

Graduation Date: May 2025

Major: Digital Marketing

GPA: 4.00

St. Louis Community College – Forrest Park, MO

Graduated with an **Associate in Arts, Business Administration Degree**

Graduation Date: December 2022

Major: Marketing

GPA: 4.00

Arkansas State University – Jonesboro, Arkansas

Major: Accounting

GPA: 3.63

CERTIFICATIONS & SKILLS

- Google Analytics 10/6/2024
- Google Ads 9/9/2024
- Photography
- Adobe Creative Suite
 - InDesign
 - Photoshop
 - Lightroom

EMPLOYMENT HISTORY

Axis Spine and Orthopedics

Director of Marketing

6/2025-Present

Promoted clinic services by building referral relationships with medical providers and attorneys across the St. Louis/Metro East region. Created digital and print marketing content, managed social media channels, helped with web design, boosted SEO via keywords and customer/ patient accessibility, monitored analytics to measure growth, attended marketing events to network, hosted and setup company events, and contributed to strategic marketing initiatives to enhance brand visibility and patient outreach.

Woods Basement Systems

Digital Marketing Intern

2/2025-4/2025

Responsible for managing social media platforms, posting blog articles on the website, and optimizing content for SEO to drive traffic. Also, I create various types of content, including graphics and videos, and manage a content calendar to ensure a strategic and consistent approach. Additionally, we brainstorm new marketing ideas, stay updated with industry trends, and collaborate with the team to develop innovative campaigns that enhance the company's online presence and achieve our marketing goals.

Macy's

General Selling Captain, Selling Manager

7/2024-Present

Lead the store to hit KPI's through colleagues one on one coaching, announcements, and overall guidance. Assist the customers and colleagues as much as possible to drive a great customer environment and customer experience. Place stock on the floor to drive sales and traffic. Come up with new programs with the colleagues or marketing ideas to drive a positive selling environment.

City Gear

Store Manager

6/2022-7/2024

Create and promote a caring customer service program for entire staff. Coach every employee toward individual goals. Maintaining sales and sale targets Developing and monitoring all Sets and displays. Promote the City Gear brand by managing social media accounts and advertisement displays. Interviewing, hiring, and terminating staff. Responsible for store cleanliness and adequate merchandise stock. Open and close store with daily deposits. Handling all customers' needs and concerns.

Pac Sun

Assistant Manager

2/2022-6/2022

Assist customers with their purchases and returns in a friendly and welcoming manner. Open and close the store while simultaneously managing and making sure the whole team is on task. Making sure the store is always clean and up to code. Handling shipping items from stores and receiving packages at the store.

Foot Locker

Sale Associate

8/2020-8/2021

Extending each customer quality service while maintaining the cash register operations, sale targets, merchandising, store inventory. Maintaining store signage and displays. Responsible for store cleanliness and adequate merchandise stock.

O' Charley's

Server

11/2019-12/2020

Accurately take orders, answer questions about the menu and food. Make customers aware of specials, suggest meal options, desserts, and beverages. Take payments, correctly communicate orders to the kitchen staff, customers, and assist with customer service and cleaning.