

KG

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN MARKETING

TEMPLE UNIVERSITY | GRADUATION: MAY 2021

GPA: 3.62

AWARDS AND ACHIEVEMENTS

DEAN'S LIST SPRING 2018, FALL 2018, SPRING 2020, FALL 2020

ACTIVITIES

THE FASHION & BUSINESS CLUB - MEMBER, SEP 2017- PRESENT

ORGANIZATION OF AFRO-LATINA - MARKETING/PR, MAY 2019- MAY 2020

- VICE PRESIDENT, MAY 2020- PRESENT

EXPERIENCE

AT&T

SUMMER LEARNING ACADEMY EXTERN | JUNE 2020 - AUGUST

REMOTE

- Participated in 4-week summer virtual internship program sponsored by AT&T, completing course modules and entry-level training in HR, Finance, Media, Technology, and Leadership with a focus on personal and professional development.

COLE HAAN

SALES ASSOCIATE/KEY HOLDER | SEP 2018 - JUNE 2020

PHILADELPHIA, PENNSYLVANIA

- Assisted store management in reaching target revenue and service goals for store.
- Consistently exceeded individual monthly sales goals by 15-18%
- Collaborated with management to implement monthly visual directives and maintain visual merchandising standards.
- Trained new employees on Cole Haan sales process and procedures.
- Provided positive customer experience through meeting customer needs and maintaining product knowledge.

VIBESPOT

SOCIAL MEDIA INTERN | MAY 2019 - AUGUST 2019

PHILADELPHIA, PENNSYLVANIA

- Assisted in developing and implementing strategies to increase traffic for client social media accounts.
- Created campaigns, analyzed analytics, made adjustments based on the data, increasing the success of multiple client campaigns by an average of 20%.

WARDROBE CLINIC

OFFICE MANAGER | APRIL 2017 - JUNE 2018

PHILADELPHIA, PENNSYLVANIA

- Created, posted, and monitored social media platforms to generate leads, increase clients, and maximize business.
- Assisted with client bookings and provided top-notch customer service

SKILLS

- Spanish, fluent
- Proficient in SPSS and Tableau
- Proficient in Adobe Photoshop, InDesign, and Illustrator
- Proficient in Microsoft Word, PowerPoint, Excel
- Proficient in Google Analytics
- SEO Search

CONTACT

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