



YESSENIA RAMIREZ

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SOCIAL MEDIA

@YessesLife

PROFILE

As a recent university graduate, Yessenia has spent her past few years learning about the service industry as well as the growing importance of the digital world and the powers behind social media and SEO/SEM.

Along with school and work, Yessenia has served as Vice President of her sorority, Pi Beta Phi, providing ongoing education, programs, ceremonies and rituals for 116 members. She also served as VP and President of the Club Managers Association club where she mainly led chapter growth and created chapter activities.

In her free time Yessenia enjoys quality time with her friends and family, eating different forms of the potato, taking pictures of interesting objects and browsing the internet.

PERSONAL SKILLS

- Leadership
- Innovative
- Critical Thinker
- Organized
- Team Player
- Adaptable
- Flexible
- Rational
- Determined
- Optimistic

EDUCATION

Bachelor of Science in Hospitality Management

Bachelor of Science in Digital Retail

University of North Texas

GPA: 3.44

Oaxaca Spanish Immersion Program

Universidad Autonoma Benito Juarez de Oaxaca

GPA: 4.0

EXPERIENCE

ML Leddy's: Intern

- Social Media Coordinator - Create and post content daily on Instagram and Facebook, interact with consumers online, and respond promptly and knowledgeably to customer inquiries
- Ring out sales as needed, Create sales order for various departments, and close shift as needed
- assist guest with sales in women's clothing and all accessories and assist with visual merchandising upon arrival of new products

Courtyard by Marriott: Front Desk Associate

- Greet and register guest in a 146-room hotel using a Point of Sale Terminal
- Process Guest payments for room and food and beverage charges
- Maintain and balance \$250 drawer each shift
- Take/Confirm new reservations over the phone
- Respond to complaints/situations with immediate attention

LATINA Style Magazine: Summer Intern

- Create/Update live contact spreadsheet, evaluation sheets for Latina Style Top 50 Companies
- Printed Writer
- Prepare Event Presentations for business series
- Assist with execution of Dallas Latina Style Business Series, 2017 and the 2017 National LATINA Symposium
- Provide support to social media outlets, and create new content for LATINA Style 50 website

PROFESSIONAL SKILLS

Microsoft Office, 2016 Excel Certified

Basic Magento and UXPin

Basic InDesign and Photoshop

Customer Service

Digital Communications