## Yareli Silva-Carbajal

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**EDUCATION** 

Hudson County Community College

Studio Arts (Computer Arts Option) AFA

Relevant Courses Taken: Digital Video, Digital Image, Print Design

**EXPERIENCE** 

Personal Assistant

New York, New York

01/2023 – present

Organizing calendars, scheduling appointments

- Answering phone calls and emails
- Booking transportation
- Document organization, maintain correspondence
- Conduct research requested by client
- Running errands as requested

## Freelance Social Media Manager

Social Media Manager

Jersey City, NJ 06/2022 – 02/2023

Jersey City, NJ

- Responsible for creating, implementing, and overseeing my client's social media page.
- Engage with their audience and drive traffic to their booking links.
- Develop strategies to identify a target audience.
- Film and edit content for their social media pages to capture the attention of the audience to grow their personal brand.
- Track and analyze social media metrics to determine the effectiveness of the social media strategy.
- Stay up to date with social media trends to ensure that their personal brand stays relevant and competitive in the online space.

## **West Vibe Hair Studio**

Assistant & Receptionist

New York, New York 01/2021-04/2022

- Greeted customers and ushered them to their designated stylist.
- Responsible for the organization, sanitation, and overall cleanliness of the salon.
- Created content for stylists' social media pages.
- Reserved and confirmed appointments with clients.
- Answered emails about clients' inquiries and concerns.
- Assisted stylists with prepping clients for color haircuts and style services.
- Provided a friendly and welcoming atmosphere to customers to ensure they received the highest level of customer service.

**Dramatics NYC** 

New York, New York 07/2015-12/2020

Licensed Hair Stylist and Coordinator

- Handled the front desk, managed appointments, restocked products, and tracked inventory.
- Colorist, provided clients with haircuts, and hairstyles.
- Provided regular feedback and evaluations to the team to aid with professional growth
- Shared ideas and recommended procedures with the salon to contribute to the growth of clientele.
- Built customer relations and confidence by offering suggestions and opinions.

## **SKILLS**

- Fluency in English and Spanish, Exceptional customer service professional
- Microsoft Office, POS Cashier System, Organizational, Time management abilities, Attention to detail
- Excellent verbal and written communicator, Adobe illustrator, Premiere Pro, Video creation, Creative Thinking