

Yareli Silva-Carbajal

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EDUCATION

Hudson County Community College

Jersey City, NJ

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

Jersey City, NJ

Social Media Manager

06/2022 – 02/2023

- 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

New York, New York

Assistant & Receptionist

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

Licensed Hair Stylist and Coordinator

07/2015-12/2020

- 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