

Crystal Leigh Trinidad

crystal.trinidad.ct@gmail.com

850-890-1280

WORK EXPERIENCE

Freelance Marketing Consultant, worked remotely — February 2017-present

- Analyze effectiveness of marketing campaigns, social media sites and increase the number of followers
- Launch and create monthly e-mail newsletter campaign, increasing customer retention rates by 10%
- Recommend industry tactics for PR, web analytics and optimization
- Responsible in a part-time capacity to assist a start-up with branding and buying inventory

Digital Media Buyer, Goodway Group; worked remotely — August 2015-January 2017

- Launched and delivered numerous multi-channel digital campaigns that met client specific KPI's
- Demonstrated strong attention to detail to ensure campaigns were set with all accurate parameters
- Analyzed data from research tools to make informed decisions to positively impact each campaign
- Interpreted new contracts, monitored amendments and managed billing impact
- Delegated tasks to Media Coordinators to provide growth opportunities for developing team members

Store Manager/Buyer, Pink Narcissus; Panama City Beach, FL — January 2014 - July 2015

- Responsible for sourcing new products and analyzing the success of existing products
- Initiated markdowns and transfers for the purpose of selling inventory and profit
- Managed all human resources including recruiting, performance management, and payroll
- Maintained social media accounts to promote products on Instagram and Facebook

Administrative Assistant, University of Central Florida; Orlando, FL — August 2011-February 2013

- Assisted the accountant for the Biomedical Sciences Department
- Maintained the staff schedule, purchase orders, and filing for the office
- Managed organization of meetings, special events and processed invoices
- Created a new and more efficient filing system for invoices and other documents

EDUCATION

Bachelor of Science in Psychology, 2011 — University of Central Florida, Orlando, FL

SKILLS

Microsoft Excel	Human Resources	Data Entry	Employee Training
Microsoft Word	Operations	Pricing	Time Management
Microsoft Outlook	Visual Merchandising	Customer Satisfaction	Telephone Skills
Digital Marketing	Purchasing	Hiring	Teamwork
Product Management	Social Media	Retail Sales	Coaching
Sales Forecasting	Marketing	Invoicing	Critical Thinking
Retail Buying	Inventory Management	Event Planning	Problem Solving