

# AMBER B. WELLS

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## EDUCATIONAL BACKGROUND

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<u>Degree</u>	<u>Year</u>	<u>University</u>	<u>Major</u>
B.S	2021	The New York City College of Technology City University of New York (CUNY) Emphasis: <i>Fashion Merchandising Administration</i> Research Area: <i>Global Fashion &amp; Administration</i>	Business and Technology of Fashion

GPA: 3.7

**Professional Certification:** Title XI- Online Certification in 2021- The New York City College of Technology

<u>Degree</u>	<u>Year</u>	<u>University</u>	<u>Major</u>
B.S	2017-2019	Delaware State University Marketing (Transferred) Research Area: <i>Fashion Marketing</i>	Business Management, Minor in Emphasis: <i>Textiles &amp; Apparel Studies</i>

GPA: 3.5

<u>Degree</u>	<u>Year</u>	<u>University</u>	<u>Major</u>
A.S	2016	The State University of New York at Delhi Administration Emphasis: <i>Marketing Communications</i>	Business

GPA: 3.5

## PROFESSIONAL EXPERIENCES

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**Virtual Real Estate Assistant** *The Kobas Luxury Rentals, Newark, Delaware* **May 2021-Current**

- Create a website for the business
- Schedule and manage appointments with potential clients
- Create and maintain the database of leads generated from social platforms
- Manage customer queries and respond to them in a timely manner
- Generate leads online by utilizing social platforms

**Project Coordination Support** *Google Headquarters, Manhattan NY* **September 2019- 2021**

- Coordinate project plans, budgeting and scheduling for Facilities Managers.
- Troubleshooting issues where data is incorrectly submitted working with Partners.
- Conduct research and train facilities team on new techniques of revising KPI Reports.
- Coordinate new research and production of client winning strategy proposals.

## RELEVANT WORK EXPERIENCES

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***Operational Coordinator***      ***Google Headquarters, Manhattan NY***      ***September 2019-Current***

- Served as point of contact for internal and external customers seeking support and information.
- Assisted Facilities Manager in all aspects of project implementation, including materials procurement, contract preparation and scheduling.
- Directed product flow and informed management of delays and challenges, as well as suggested resolutions
- Managed minor appliance issues and scheduled repairs as needed.

***Customer Service Representative Specialist***      ***Transcore, Dover Delaware***      ***November 2018- July 2019***

- Directed management meetings to enhance collaboration and maintain culture based on trust and group problem-solving.
- Provided exceptional customer service to customers, increasing customer loyalty 20%.
- Provided primary customer support to internal and external customers.
- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Recommended products to customers, thoroughly explaining details. Used company troubleshooting resolution tree to evaluate technical problems and find appropriate solutions

***Lead Sales Associate Specialist***      ***Philipp Pleins, Woodbury NY***      ***May 2017- September 2018***

- Expanded sales revenues by identifying opportunities and executing customized marketing plans.
- Grew retail sales volume in assigned territory 10% through strategic budgeting and product promotion, checked pricing, scanned items, applied discounts and printed receipts to ring up customers.
- Helped customers complete purchases, locate items and join reward programs.
- Greeted customers and helped with product questions, selections and purchases, including in-store and e-service transactions.
- Logged reports, expenses, receipts and sales documents into a digital database.

## INTERNSHIP EXPERIENCES

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***Sales Advisor***      ***REISS - New York, NY***      ***August 2021- Current***

- Facilitate the execution of an elevated customer experience through the delivery of on-the-spot feedback and follow up, ensuring the customer is always satisfied.
- Ensure that the team are brand ambassadors by coaching them in adherence of grooming guidelines and utilization of company knowledge.
- Drive the team to continuously grow their knowledge of products and services available in order to positively promote the brand.
- Ensure that team members maximize all selling opportunities.
- Managing leads through social media platforms
- Market products and services through company websites and social media
- Reaching out to customers, follow up emails

***Virtual Marketing and Social Media Assistant***      ***HiPower Management Talent***      ***August 2020-July 2021***

- Creating and administering content for all social media platforms for HiPower Management. Such as Facebook, Instagram, Twitter to build an audience.

- Create dynamic graphic, written and video content.
- Create content that markets audience interaction, increases audience presence on professional social platforms, and promotes audience participation.
- Work as part of a team in order to promote ubiquitous social media campaigns.
- Coordinate advertising campaigns with social media strategies.

## WORKSHOPS FOR PROFESSIONAL DEVELOPMENT

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- Attended a Professional Development Seminar: Avoiding Plagiarism: *A workshop for students on (November 18th, 2021, from 1-2pm) Administered by Iris Strangmann, Weihung Sun, Nina Bennett* on Zoom. For New York City College of Technology students.
- Attended a Connection Project Event for Diversity & Inclusion Virtual Workshop provided by Google on *(February 9th, 2021 at 11:30 am- 1:30 pm On Google Hangouts) Administer by Diversity & Inclusion Director Jillian Ziccardy Meeting link: [meet.google.com/ytu-xzuk-hqn](https://meet.google.com/ytu-xzuk-hqn)*
- Attended a Google Data Analytics Workshop, for Professional Development at *Grow with Google, New York, New York on (November, 9th 2019 from 10am-4pm) Administered by Micheal Koerner*
- Attended a Business Development Workshop, *Sponsored by the The National Society of Leadership and Success Organization at Delaware State University on (March, 15th 2018 from 9am-2pm) Administer by Pauline Dixon, Director of Marketing Relations at The National Society of Leadership and Success Organization*

## NETWORKING for INDUSTRY RELATIONS/ EXPERIENTIAL TEACHING

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- Participated in a West African Fashion Show, for Chiefess and Chief Fashion for latest Summer Collection Debut, *(On May 28th, 2021 from 7pm-10:00 pm in TLO Banquet Hall in Philadelphia, PA.)*
- Participated in a Black Excellence Photoshoot for Black Solidarity- Juneteenth Campaign *(On June 18th, 2020 from 11am- 2:30pm at Unique Event Space at Newark, Delaware)*

## CIVIC ENGAGEMENT

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- Volunteer Service: Feed the homeless in Dover Delaware Community Sponsored by *A&T Humanitarian, Non Profit Organization Located in Newark Delaware on (July 15th, 2021).*

## SOCIAL MEDIA AND TECHNOLOGY SKILLS

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- LinkedIn Profile: <https://www.linkedin.com/in/amber-wells-343206119/>
- My Business Website: <https://www.thekobasluxuryrentals.com/>
- My Handshake Profile: <https://citytech.joinhandshake.com/users/34161213>

## LANGUAGES

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- Can professionally write and speak in Spanish, Creole and English.

## HONORS AND AWARDS

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2016	<i>Dean's List</i> at State University of Delhi New York
2017	<i>Dean's List</i> at Delaware State University
2018	<i>The National Society of Leadership and Success Award</i> at Delaware State University
2020	<i>Dean's List</i> at New York City College of Technology
2021	<i>The National Society of Leadership and Success Award</i> at New York City College of Technology

## VACCINATION STATUS

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- Vaccinated