

# Carlos Contreras

Flatlands, Brooklyn, New York, 11234  
347-455-7145

[www.linkedin.com/in/carlos-contreras-01767126b](http://www.linkedin.com/in/carlos-contreras-01767126b)

## ACADEMIC BACKGROUND:

<u>Degree</u>	<u>Year</u>	<u>University</u>	<u>Major</u>
B.S.	2023	New York City College of Technology City University of New York (CUNY) Emphasis: <i>Global Fashion</i>	Business & Technology of Fashion
A.S.	2018	New York City College of Technology City University of New York (CUNY)	Marketing Management & Sales

## Professional licenses or certifications:

*CUNY Certification, Sexual Harassment, Gender-Based Harassment and Sexual Violence Student Curriculum*, fall 2023, New York City College of Technology, CUNY, online  
[www.citytech.cuny.edu/title-ix/](http://www.citytech.cuny.edu/title-ix/)

## HONORS AND AWARDS:

## PROFFESIONAL EXPERIENCE:

**Full-time Retail Assistant**

**Primark, New York**

**2023-present**

- Evaluated visual merchandising displays to ensure they aligned with Primark's branding and enhanced product visibility
- Constructed eye-catching product displays and arranged merchandise to attract customer attention and drive sales
- Coordinated with team members to maintain a clean and organized store environment, optimizing customer navigation
- Solved customer inquiries and concerns, resolving issues promptly and maintaining high customer satisfaction
- Interpreted fashion trends and product features to provide informed fashion and styling tips to customers

***Head Dispatcher***

***Five Star Car Service, New York***

***2018-2023***

- Managed taxi dispatch operations to ensure efficient response to customer requests
- Interpreted complex traffic data and customer requests to make informed decisions, ensuring the efficient dispatch of taxis and optimizing service delivery
- Constructed well-organized taxi schedules and routes, incorporating real-time data and driver availability, resulting in improved service efficiency and customer satisfaction
- Solved logistical challenges and unexpected issues promptly, ensuring the uninterrupted flow of taxi services and minimizing customer disruptions
- Compared different dispatch strategies to assess their effectiveness and made data-driven decisions to improve the efficiency of the taxi service

***Small Format Team Member***

***Target, New York***

***2016-2018***

- Assessed all signage, which included promotional and planogrammed ISM, to ensure it was set properly when completed
- Implemented knowledge of GUEST fundamentals and experience supporting guest-first culture throughout the store
- Structured all departments and ensured the sales floor was full, zoned, and stocked for guests
- Managed supply levels to meet typical demands of the guests

***PROFESSIONAL DEVELOPMENT:***

- *Attended*, Elevator Pitch, New York City College of Technology Date Time: November 3, 2023 12:00PM Eastern Time (US and Canada) Zoom Meeting
- *Attended*, PDC – CUNY Tech Prep Info Session & Pitching Yourself, New York City College of Technology Date Time: October 13, 2023 12:00PM Eastern Time (US and Canada) Zoom Meeting

***EXPERIENTIAL LEARNING:***

- *Attended*, *The Secret Life of Textiles: The Milton Sondag Archive*, The Met Fifth Ave, April 15, 2019

***SOCIAL MEDIA:***

- Facebook
- [www.linkedin.com/in/carlos-contreras-01767126b](http://www.linkedin.com/in/carlos-contreras-01767126b)
- YouTube

***DATABASES:***

- Academic Search Complete
- Business Insights Global
- Business Source Complete
- eMarketer
- Fashion Snoops
- Gale OneFile Business
- JSTOR
- Nexis Uni
- Regional Business News
- Statista
- The Business of Fashion
- The Fashion and Race Database
- Wall Street Journal Digital

***LANGUAGES:***

- Knowledgeable and fluent in English
- Knowledgeable and fluent in Spanish