**Citlalli Villanueva**

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***Business and Technologies of Fashion Bachelor***

***EDUCATION BACKGROUND:***

**Degree Year University Major**

B. S. 2024 CUNY - New York City of Technology Business and Technologies of Fashion

 **Module Emphasis:** Fashion Marketing

**Professional Hences or Certifications**

*Title IX Sexual Harassment, Gender-Based Harassment, and Sexual Violence Student Training*

 *- September 6th, 2024*

***RELEVANT PROFESSIONAL EXPERIENCE:***

**Hostess Temple Court March 2024 – present**

• Manage front-of-house operations in a fast-paced, upscale dining environment, coordinating efficient seating for 300+ guests per shift while maintaining a refined atmosphere and the restaurant’s prestigious reputation.

• Collaborate seamlessly with diverse teams to ensure smooth service flow, consistently contributing to overall guest satisfaction while handling high-pressure situations and resolving guest concerns with grace and diplomacy.

**Childcare Provider Brooklyn February 2020 – December 2023**

• Orchestrate complex daily schedules for two Saint Ann’s School students, balancing academic commitments and diverse extracurricular activities while demonstrating exceptional time management and multitasking abilities in a stimulating learning environment.

• Exercise sound judgment and quick decision-making skills to ensure children’s safety and well-being, adapting care strategies through open communication with parents and school staff.

**Children's Activities Coordinator Hotel Velas, Rivera Maya March 2019 – September 2019**

• Program Planning and Execution: Designed and organized engaging

activities for children, ensuring seamless implementation and age-appropriate

experiences.

• Customer Service and Relationship Building: Interacted with parents and

created a welcoming environment, delivered exceptional service, and

addressing inquiries promptly.

• Enforced Rules and Safety Compliance: Accurately recorded attendance and

promptly submitted accident reports to ensure proper documentation and

compliance with safety protocols.

***INTERNSHIPS:***

**Executive Assistant EASTEAM August 2024 – November 2024**

• Provided comprehensive executive support to the CEO, managing critical

communication channels, preparing professional sales reports, and conducting

strategic branding research to stand up from the competition.

• Coordinated high-profile fashion events in and out of Fashion Week, handling

model preparation, event planning, and photoshoot logistics while collaborating with photographers and models to ensure successful campaigns.

• Enhanced brand visibility through multiple social media platforms by developing tailored content strategies aligned with the brand’s philosophy, successfully achieving higher numbers in views and interactions.

• Spearheaded PR collaborations with renowned models and influencers, negotiating partnerships and creating campaigns that elevated brand visibility and drove audience engagement across social media platforms.

• Streamlined administrative processes through efficient document management, file organization, and comprehensive support for executive-level communications.

**Fashion Week Intern HAUS Incubator September 2024**

• Coordinated logistics for multiple fashion brands within the incubator, meticulously tailoring event preparations and showroom experiences to each brand’s unique vision and showcase requirements during Fashion Week.

• Designed and implemented email and mail campaigns using Joor and Sendy, driving attendance and boosting the visibility of showroom events across different continents.

• Managed PR efforts for client brands, building relationships with media outlets, enhancing brand exposure during fashion week, and curating and publishing engaging Instagram content, boosting follower engagement and brand recognition for client accounts.

**Marketing Team NuWa Marketing May 2024 – August 2024**

• Conducted influencer research and outreach across multiple social media platforms, identifying 300+ key influencers in the beauty, tech, and jewelry sectors to enhance targeted campaign effectiveness while successfully managing communication and negotiation processes to secure influencer participation with higher-ups.

• Led efforts to identify and evaluate pop-up locations tailored to client needs, enhancing brand visibility and engagement for new product launches while aligning with companies’ pillars of unconventional marketing.

***HONORS AND AWARDS:***

Fall 2023 Recipient, **Dean's List**, College of Professional Studies, Department of

 Business, Business and Technology of Fashion, New York City College of Technology, CUNY

***PROFESSIONAL DEVELOPMENT FOR NETWORKING:***

* Attended ***“Public Affairs–DSS/HRA Career Fair”*** on November 20th, 2024.
* Attended ***Haus Incubator showroom opening night*** for retailers on September 9th, 2024.
* Attended ***Save the Duck event on brand sustainability*** in November 2023.
* Attended ***Anahuac’s annual conference event of entrepreneurs*** in June of 2017.

***CIVIC ENGAGEMENT:***

* Participated in the May 2024, Fashion Show for New York City Technology College as a designer and modeled my design.

***LANGUAGES:***

* Spanish
* English

***SOCIAL MEDIA AND DATA BASIS:***

Data Basis: Fashion Snoops, Joor

Social Media: Instagram, Facebook, Pinterest, TikTok, Linkedin, YouTube, X/Twitter

Computer Technology: Business Suite, Microsoft Word, Microsoft Excel, Outlook, Microsoft PowerPoint, Google Drive, Gmail, Shopify, Notion, Slack, Blackboard, Brightspace.