

# Daisy Magdaleno. B.S.

Vaccination Status: Two Doses of Pfizer

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## **ACADEMIC/PROFESSIONAL BACKGROUND:**

<b><u>Degree</u></b>	<b><u>Year</u></b>	<b><u>University</u></b>	<b><u>Major</u></b>
B.S.	2022	New York City College of Technology City University of New York (CUNY)	Business and Technology of Fashion Degree Module: Fashion Business Administration Overall GPA: 3.2

College 2018 CUNY School of Professional Studies Course: Consumer and Personal Finance  
Now

College 2018 LaGuardia Community College Course: Principles of Marketing  
Now

College 2018 LaGuardia Community College Course: Introduction to Sociology  
Now

College 2017 Baruch College Course: Introduction to Business  
Now

## **PROFESSIONAL LICENSES OR CERTIFICATION:**

*Online Certification* in Title IX Sexual Harassment, Gender-Based Harassment, and Sexual Violence Student Curriculum, 2022, New York City College of Technology

*Online Certification* in Virtual Internship Program in Commercial Real Estate, 2021, Project Destined

*Online Certification* in Graphic Design, 2021, Summer Youth Employment Program  
[https://drive.google.com/file/d/1Dz\\_cTQa5h4\\_lyqsVOL7C6NVBYk-XGAjq/view](https://drive.google.com/file/d/1Dz_cTQa5h4_lyqsVOL7C6NVBYk-XGAjq/view)

*Online Certification* in Business Analytics, 2021, Summer Youth Employment Program  
[https://drive.google.com/file/d/19mG4jSWWb5\\_-JmLyrcobIsWrH9-kVhn/view](https://drive.google.com/file/d/19mG4jSWWb5_-JmLyrcobIsWrH9-kVhn/view)

*Online Certification* in Web Development, 2021, Summer Youth Employment Program  
<https://drive.google.com/file/d/1tCJQ5bUeoXFaryu4x7hzHWxPhtB3bhCZ/view?usp=sharing>

**HONORS AND AWARDS:**

2021 Dean's List Spring Term. Term GPA: 3.540 with a term total of 15 credits.

2020 Dean's List Spring Term. Term GPA: 3.768 with a term total of 16 credits.

**RELEVANT PROFESSIONAL EXPERIENCE:**

**Head of Operations**                      **Style Konsult, Seoul, Korea**                      **June 2022-Present**

- Engaging and managing The Image Consultants Network and other communities.
- Be the liaison between the Korean and International teams of Style Konsult, SUIT MAKE, and STYiLES while maintaining thorough knowledge of the STYiLES app and operations.
- Monitor, coordinate, and communicate the strategic objectives of the STYiLES.
- Reach out to prospective image consultants and add them to our marketing list.
- Pitch our products and services to new customers/businesses.

**Bookkeeper**                                      **M & P Tax Consultants, New York**                      **June 2022-Present**

- Record monthly financial transactions and complete the posting process through QuickBooks.
- Bring the books to the trial balance stage.
- Perform partial checks of the posting process
- Complete tax forms.
- Processed accounts receivable/payable and handle payroll in a timely manner.

**Creative Director**                                      **New York Swim Week, New York**                      **June 2020-August 2022**

- Collaborate with the owner and styling team to ensure appropriate pieces are pulled in for shoots and that closet is organized and merchandised for style-outs, fittings, and photo shoots.
- Track clothing samples incoming and outgoing, ensuring items are accounted for at all times.
- Assist with social media and updating the website with new content
- Researching and identifying brand ambassadors and VIP gifting opportunities along with partnering the PR & Communications team by supporting the development and execution of all brand events.
- Ability to express ideas visually through sketching, storyboarding, mood boarding, or other visual expression tools prior to executing in creative software.

***Office Administrator***

***SRW Engineering & Architecture***

***February 2018-June 2022***

- Complete accurate and timely financial reports.
- Manage employee payroll through QuickBooks and facilitate new hire processes.
- Update the company's website using innovative marketing strategies.
- Administrative duties include maintaining filing systems, creating checks, and creating and entering invoices or bills.
- Responsible for providing orientation and training to new employees.

***Web Developer***

***Chinese-American Planning Council, Inc***

***May 2020-Aug 2021***

- Data is used to solve problems with the practice of using data analysis skills to support online business.
- Digital marketing creation for a social media campaign.
- Programming concepts as well as learning the development components of creating a website.
- Conduct research and analysis in order to come up with solutions.

***Sales***

***Bloomingdale's, New York***

***October 2018-December 2020***

- Deliver Bloomingdale's customer experience through the art of conversation; always being welcoming, engaging, and inquisitive.
- Actively circulating the sales floor, determining the customer's needs, sharing the benefits of our Loyalty programs, and supporting the shopping experience from start to finish.
- Deliver operational excellence by leveraging our fulfillment system, merchandise to sell standards, floor and fitting room upkeep.
- Assemble an in-store and online easy, seamless and fun experience; building and cultivating customer relationships.
- Drive sales with in-store and online clients by embracing and being proficient with technology.

***Receptionist***

***TheUpSpa, New York***

***February 2018-September 2018***

- Set up food and drinks such as wine, tea, water, food platters, or snacks for every spa party or regular service.
- Greeted customers in a warm, personable and helpful manner to ensure new and returning clients.
- Bestow information on services to customers to ensure best results.
- Manages payment transactions, including cash, credit card, and gift certificates.
- Make reservations for spa services.

### **WORKSHOPS for PROFESSIONAL DEVELOPMENT:**

- ❖ *Attended*, Virtual CUNY EDGE Salary Negotiations Workshop by Bibi Rozario, Thursday, April 14, 2022, 1:00 PM  
<https://us02web.zoom.us/j/4867437570?pwd=dXRaVXkwc0MzOUNoL041N0FhUFNUUT09>
- ❖ *Attended*, Virtual CUNY EDGE Workshop - Let's Talk about Internships by Jeff Victor, Thursday, April 7th, 2022, 1:00 PM  
<https://us02web.zoom.us/j/4867437570?pwd=dXRaVXkwc0MzOUNoL041N0FhUFNUUT09>
- ❖ *Attended*, Virtual CUNY EDGE Video Interviewing Tips & Digital Body Language Workshop by Bibi Rozario, Tuesday, March 15th, 2022, 1:00 PM  
<https://us02web.zoom.us/j/4867437570?pwd=dXRaVXkwc0MzOUNoL041N0FhUFNUUT09>
- ❖ *Attended*, Virtual CUNY EDGE Workshop - Tips To Succeed In Distance and Hybrid Learning by Jeff Victor, Thursday, February 10<sup>th</sup>, 2022, 1:00 PM  
<https://us02web.zoom.us/j/4867437570?pwd=dXRaVXkwc0MzOUNoL041N0FhUFNUUT09>
- ❖ *Attended*, Professionalism: What are the Standards? moderated by Dr. Denise H. Sutton, Monday, November 15th, 2021, 12:00 PM Eastern Time (US and Canada)  
[https://us02web.zoom.us/meeting/register/tZwkdOCqqzIuE90WC0QF0hmen6MEb9xc\\_1oq](https://us02web.zoom.us/meeting/register/tZwkdOCqqzIuE90WC0QF0hmen6MEb9xc_1oq)
- ❖ *Attended*, Mastering Common Interview Questions by Bibi Rozario, Thursday, November 5th, 2020, 1:00 PM  
<https://zoom.us/j/2465926850?pwd=RnhETTY4NVNHT1BXL0g1bHBtSGFCQT09>

### **NETWORKING for Industry/Relations/EXPERIENTIAL Learning:**

- “*Minimalism/Maximalism*” The Museum at FIT 27th St. at Seventh Ave, Manhattan on November 10
- “*Paris: Capital of Fashion*” The Museum at FIT 27th St. at Seventh Ave, Manhattan on December 1, 2019
- “*Frank Lloyd Wright Textiles: The Taliesin Line, 1955-60*” The Metropolitan Museum 5th Ave. at 81st St., Manhattan. Gallery 599, outside the Antonio Ratti Textile Center within the Museum on November 1, 2019

### **TECHNOLOGICAL SKILLS/SOCIAL MEDIA SKILLS:**

- Powerpoint, Excel, Adobe Photoshop, Quickbooks, Ajera, OpenLab,
  - Tiktok, Instagram, Facebook, LinkedIn

### **DATABASE:**

- Jstor, Fashion Snoop

### **LANGUAGES:**

- Proficient in speaking Spanish