

KIMBERLY BAEZ

Pronounce /kim'beərli/ bai·uhz

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Johnson & Johnson's Janssen COVID-19 Vaccinated

ACADEMIC/EDUCATIONAL BACKGROUND

| <u>Degree</u> | <u>Year</u> | <u>University</u> | <u>Major</u> |
|---------------|-------------|---|------------------------------------|
| B.A. | 2022 | The New York City College of Technology, The City University of New York (CUNY) Module Emphasis: Global Fashion GPA: 3.5 | Business and Technology of Fashion |
| A.S. | 2020 | The New York City College of Technology, The City University of New York (CUNY) Module Emphasis: Marketing and Sales | |

Professional Licenses and Certifications - *Online CUNY certification in Title XI Sexual Harassment, Gender-Based Harassment and Sexual Violence. Online Certification, 2021, The New York City College of Technology (CUNY).*

HONORS AND AWARDS

- 2021 - *Recipient, 2021 Honors Program, Business and Technology of Fashion, New York City College of Technology, CUNY.*
- 2021 - *Recipient, 2021 Spring Term Dean's List, Business and Technology of Fashion, Gpa 3.7, New York City College of Technology, CUNY.*
- 2020 - *Recipient, 2020 Fall Term Dean's List, Business and Technology of Fashion, Gpa 3.7, New York City College of Technology, CUNY.*
- 2020 - *Recipient, 2020 Spring Term Dean's List, Business and Technology of Fashion, Gpa 3.8, New York City College of Technology, CUNY.*

RELEVANT PROFESSIONAL EXPERIENCE

Administrative Assistant

Justin Paul Incorporated

March. 2021-Present

- Pick up phone calls, respond to customers' emails and voicemails.
- Created invoices, cutting tickets, delivery tickets for customers.

- Schedule potential customer's meetings for a business consultation.
- Keep up with the office supply inventory.
- Pick up correspondence and keep track of important business related letters such as upcoming bills.
- Monitored weekly payroll (write employee's checks, calculate tax deductions and write them in the company's checkbook, & update employee's payroll cards).

Marketing Manager

Campos Bags Incorporated

March. 2021-Present

- Add new products, update product prices, descriptions, and pictures through Shopify.
- Create and research social media content using Adobe Spark Post and Canva.
- Schedule social media content using Facebook business manager and Skedsocial.
- Create newsletters through Smartmail featuring sales, new collections and to highlight products.
- Perform market research to develop advertisements for social media.
- Keep track of customer's orders through various channels such as Etsy, Amazon, and Shopify.
- Keep track and update inventory.
- Carefully pack, and fulfill customer's orders.

Marketing Assistant

4th Ave Market

Oct. 2019 - Feb. 2021

- Assisted in the creation of an affiliate program for the company.
- Provided maintenance to the company's website through Shopify.
- Performed site testing to ensure changes and updates to the website function well.
- Performed data validation and entry of products through Microsoft Excel.
- Performed market research in order to develop an online hair matching quiz for customers.

PROFESSIONAL WORK EXPERIENCE

Property Mgmt Assistant

NYCCT (CUNY)

Oct. 2019 - Feb. 2021

(Work Study)

- Utilized MS Excel in order to keep track of technological equipment.
- Answered, directed phone calls, relayed messages and listened to voicemails.
- Physically Scanned the institution's technological property to keep records of equipment.

Summer Intern

RAP-Resilience Advocacy Project

July. 2019 - August. 2019

- Event planning for the company's fundraising events.
- Designed special flyers that were featured in fundraising events.
- Translated documents from English to Spanish.
- Formatted documents in Spanish.

INTERNSHIPS

Social Media Coordinator

Luxe Kurves Magazine

August. 2021-Present

- Research audience preferences and discover current trends.
- Create engaging text, image and video content.
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness.
- Facilitate online conversations with customers and respond to queries.
- Report online reviews and feedback from customers and fans.
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics.

WORKSHOPS for PROFESSIONAL DEVELOPMENT

Attended, BNY Summer Internship Program Final Professional Development with Sharai Erima, Brooklyn Navy Yard Development Corporation, Online. (August 18, 2021 from 1:00pm to 2:00pm).

Attended, Avoiding Plagiarism: A Workshop for Students, Date & Time Nov 18, 2021 01:00 PM Eastern Time with Dr. Iris Strangmann and Professor Weighing Sun, CUNY New York City College of Technology, online seminar.

Attended, BNY Internship-to-Employment Program - Professional Development Workshop with Sharai Erima, Brooklyn Navy Yard Development Corporation, Online. (April 29, and May 13, 2021 from 1:00pm to 2:00pm)

Attended, BNY Internship to Employment Program - Networking Professional Development Event Workshop with Sharai Erima, Brooklyn Navy Yard Development, Online. (April 2, 2021 from 1:00pm to 2:00pm)

Attended, ASAP Workshop for “Test Strategies” February 20, 2019 at 2:30pm. Namm Building, Room N-1006, CUNY New York City College of Technology, 300 Jay St, Brooklyn, NY 11201

Attended, ASAP Workshop: Tips on Making Connections In College on Monday, (March 16, 2020 2:30pm) CUNY, New York City College of Technology, 300 Jay St, Brooklyn, NY 11201

SOCIAL MEDIA AND TECHNOLOGY INFORMATION

LinkedIn: Kimberly Baez <https://www.linkedin.com/in/kimberly-baez-569098185/>

Instagram: @BerlyKB

BOF (Business of Fashion)

WWW (Women’s Wear Daily)

Fashion Snoops

SKILLS

| | | | |
|----------------------------|--------------|---------------------------|---------|
| Blackboard Online System | Google Suite | City Tech Open Lab | Imovie |
| Amazon Seller Central. | Shopify | Adobe Spark Post | Canva |
| Genius Scan | MS Suite | Google Suite | Zoom |
| Adobe Acrobat Reader | Dropbox | Proxyclick | Etsy |
| Operating System (MacOS) | Skedsocial | Sketchbook | Skype |
| Operating System (Windows) | Photoroom | Facebook Business Manager | Openlab |

Wordpress

SOCIAL MEDIA SKILLS

| | | | | | |
|-----------|-----------|----------|-----------|----------|---------|
| Facebook | Instagram | Twitter | Pinterest | LinkedIn | Tik Tok |
| Messenger | YouTube | WhatsApp | | | |

LANGUAGES

Fluid Spanish - Written and Verbal