
LIANA RODRIGUEZ

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SUMMARY

I am a Fashion Marketing and Merchandising student aiming for Marketing Editor and Brand Marketing careers. I have a strong skill for interpreting data and using that knowledge to develop creative marketing strategies that will further develop brand exposure and lead to sales revenue.

SKILLS

- MS Windows, Window XP, Internet, Excel, Microsoft Word, Power Point, Photoshop
- Products knowledge
- Fluent in Spanish
- Sales expertise
- Merchandising
- Analytical
- Project planning

EXPERIENCE

A 1ST STOP AUTO REPAIR LLC New York, NY

Operations Manager

11/2020 to Current

- Collaborated with staff to maximize customer satisfaction, streamline procedures and improve bottom-line profitability.
- Managed company operations with responsibility for profit and loss, scheduling, training and inventory control.
- Strengthened operational efficiencies and traceability, developing organization systems for financial records and sales reports.
- Secured revenue, accurately monitoring cash intake and maintaining store policy updates to eliminate discrepancies.

SEPHORA New York, NY

Beauty Advisor

12/2017 to 03/2020

- Stayed up-to-date on current and emerging trends to increase professional value and meet diverse client needs.
- Applied makeup to achieve desired day-to-day and special event looks.
- Beautified customers by performing facials and Makeovers
- Recommended appropriate products to meet customers' individual needs.
- Finalized purchases and processed payments.
- Showed customers how to apply makeup and other products to achieve desired looks.
- Accomplished and surpassed sales goals on regular basis.

STYLIST NECESSARY CLOTHING New York, NY

03/2015 to 08/2017

- Select garments and accessories to form outfits for the mannequins.
- Maintain insight on current trends to showcase on different styles.
- Accentuate our target markets personalities (millennials) through each garment.

KIM SHUI STUDIO New York, NY

Kim Shui Intern

04/2017

- Coordinated staff travel arrangements and prepared itineraries.
- Recommended merchandise to customers based on needs and preferences.
- Organized pop up shop by setting up clothing racks and clothing.
- Coordinated the clothing racks based off color, fabric, and design.

EDUCATION AND TRAINING

ASSOCIATE: FASHION MARKETING AND MERCHANDISING
New York City College Of Technology
Currently continuing this field of study for a Bachelors degree.

LANGUAGES

Fluent in Spanish

WORKSHOPS

- ASAP Program with Cassana Fisher Ramos, New York City College of Technology 2017-2019
- The Metropolitan Museum of Art Fashion Exhibit.
- Resume Workshop at New York City College of Technology in Spring, 2018.
- The Metropolitan Museum of Art Asian Art Exhibit.
- Careers Workshop, Brooklyn College 2019