

Miriam Martinez Lima

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[Linkedin](#)

EDUCATIONAL BACKGROUND

<u>Degree</u>	<u>Year</u>	<u>University</u>	<u>Major</u>
B.S	2024	The New York City College of Technology City University of New York (CUNY) Module: <i>Global Luxury</i>	Business & Technology of Fashion
A. S	2021	The New York City College of Technology City University of New York (CUNY)	Business & Technology of Fashion

Professional License or Certification

CUNY Certification, *Sexual Harassment, Gender- Based Harassment and Sexual and Sexual Violence Student Curriculum 2024*, The New York City College of Technology, July 8th, 2024

[Sexual Harassment, Gender-Based Harassment and Sexual Violence - City Tech.pdf](#)

PROFESSIONAL EXPERIENCE:

Administrative Assistant *Caraballo Business Licensing Services* *August 2021- Present*
Brooklyn, NY

- Utilize Microsoft Excel to effectively manage client data, including the tracking of deadlines and document completion status. Maintained organized records of client information to ensure timely and efficient delivery of services.
- Demonstrated exceptional customer service skills by responding to client inquiries via telephone, providing clear and knowledgeable answers on company policies and procedures.
- Efficiently retrieved and reviewed client information from the business database to ensure accuracy in addressing client needs.
- Maintained a professional and friendly demeanor while effectively resolving client concerns and ensuring a positive customer experience while also building positive client relationships by demonstrating commitment with them with the business.

INTERNSHIP:

Social Media Manager *Alzerina Jewelry* *April 2024- Present*
New York, NY

- Managed and marketed business profile by applying SEO strategies and publishing high quality content to improve visibility and engagement.

- Filmed and managed content that was pushed based on what's trending to increase growth and brand exposure.
- Worked closely with management to see current trends and push new ideas as content and further target the target audience by filming and editing content to create more engagement and views.
- Used Canva/Capcut to create aesthetically appealing visuals to follow what is currently relevant and trending to enhance click rates.
- Participated in brainstorming sessions and contributed to creative ideas for content campaigns and promotions and influencer partnerships, driving increased user engagement and brand loyalty.

PROFESSIONAL DEVELOPMENT:

- *Attended, Resume Workshop on Thursday, February 12th, 2021 1:00 PM*, Accelerated Study in Associate Programs (ASAP), New York City College of Technology, CUNY, 172 Pearl Street, Rm. E-203 Environmental Building, Brooklyn, NY 11201
- *Attended, Networking/LinkedIn workshop on Thursday, February 6th, 2020 10:05 AM*, Accelerated Study in Associate Programs (ASAP), New York City College of Technology, CUNY, 172 Pearl Street, Rm. E-203 Environmental Building, Brooklyn, NY 11201
- *Attended, Dream Job walk and talk series: Summer 2024 on Tuesday, July 16, 2024, 11:30 AM- 12:00 pm*, <https://raymondjames.zoom.us/j/98060140054> Meeting ID: 980 6014 0054
- *Attended, Vialto Careers Series: Tips for Writing a Strong Resume on Wednesday, July 17, 2024, 2:00 pm- 2:45 pm*, Virtual via the Handshake app

EXPERIENTIAL LEARNING:

- *Attended "Sleeping Beauties: Reawakening Fashion"* The Metropolitan Museum of Art. New York, 1000 Fifth Avenue, New York, NY 10028 on June 14, 2024 at 3:30pm
- *Attended "Women Dressing Women "* The Metropolitan Museum of Art. New York, 1000 Fifth Avenue, New York, NY 10028 on January 16, 2024 at 5:30pm
- *Attended "Statement Sleeves "* The Museum at the Fashion Institute of Technology, 227 W 27th St, New York, NY 10001 on July 25th, 2024 at 6:30pm

CIVIC ENGAGEMENT:

Volunteer Fabscraps, Brooklyn, NY 01/2021-Present

- Directed reusable materials to appropriate recycling or repurposing channels
- Implemented sustainable sorting methods to minimize waste
- Contributed to reducing the environmental impact of textile production and waste

SOCIAL MEDIA, DATABASES and COMPUTER TECHNOLOGY SKILLS:

Databases:

Fashionsnoops, Academic OneFile, The Fashion Studies Journal, Fashion Network, Women's Wear Daily,

Social Media:

Instagram, Pinterest, X, TikTok, LinkedIn, Youtube, Facebook

Computer and Technology Skills:

Microsoft Office Suite, Google Suite, Adobe, Canva, Capcut

LANGUAGES

- *Fluent in Spanish written and orally*

<https://openlab.citytech.cuny.edu/miriammartinez-lima-eportfolio/>