

Semiranis Esquivel (She/Her/Hers)

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Top grad and recent Manhattan transplant is looking to make an impact in a communications role. Her positive attitude and humility mix with a can-do mentality that makes her a superstar coordinator. Past experience in government, global companies, and NGOs showcase her hard work ethic, organizational skills, and confident mindframe that can get things done.

ADMINISTRATIVE EXPERIENCE

360 Campaign Consulting, Remote, NY *Voter Registration Administrative Assistant* OCT 2020 - NOV 2020

- Impacted voter turnout by logging QC metrics of NGO operations by reaching out to voters through high volume phone calls and maintaining a high level of verbal communication skills
- Coordinated workflows remotely through Slack and Zoom to meet tight deadlines in an incredibly fast-paced environment to ensure deliverables
- Researched large data sets to verify that established procedures were being met

EKA Systems, Mountain View, CA – *Administrative Assistant to Executive Sales Team* FEB 2018 - AUG 2019

- Handled administration of documentation with writing ability of finance reports and sales correspondence
- Managed the tracking of aerospace operational projects on Excel to maintain workflow and meet tight deadlines alongside executives (CFO, VP) and cross functional teams
- Researched and generated global marketing reports by performing large information gathering
- Improved upon existing filing system by applying digital organizational skills to speed up workflows

LEADERSHIP EXPERIENCE

Aruna Spa, Mountain View, CA – *Marketing Manager & Office Manager* JAN 2012 - FEB 2018

- Provided strong leadership and training in customer service that improved client relationships by 38%
- Acted as point of contact for external vendors in B2C email marketing that improved sales by 30%
- Developed strong interpersonal skills with phone, correspondence, and in-person communications to manage daily scheduling of clients and staff and liaison between directors and vendors
- Owned the lifecycle of social media campaigns: design, tracking, proofreading, and KPI metrics to improve ROI
- Managed CRM distribution lists, innovative campaigns, and customer-centric directives
- Applied attention to detail in documentation to track finances, monitor workflows and generate reports
- Motivated teams of 10-12 people in customer service by coordinating client sessions and training

Project BEST, Santa Clara, CA *Technology Aide for Community Engagement* JAN 2012 - AUG 2012

- Won the 2013 John Cotton Dana Library Public Relations Award alongside team leaders
- Secured 6 extra months of grant funding by presenting project analytics at stakeholder meetings
- Spearheaded projects by developing partnerships with stakeholders, teammates, and outside vendors
- Recruited support staff to design print and digital content that addressed a large audience
- Manage scheduling of staff instruction in events and social media projects as a main point of contact
- Worked with project manager on logistics: travel planning, managing calendars, arranged travel arrangements, and maintaining documentation of project progress
- Oversaw hardware, software and media platforms on external/internal sites to resolve issues in workshops and meetings

EDUCATION: **University of California, Santa Cruz**, Anthropology: *Dean's list*

March 2020

SKILLS:

- Google Suite (Google Apps)
- Zoom, Slack, Google Hangouts/Meet
- Constant Contact CRM: Pardot tools
- Salesforce for Marketers/Non-Profits
- Written and verbal Spanish fluency
- Microsoft Office
- Microsoft Excel: charts, pivot tables, etc.
- Microsoft Word
- Microsoft PowerPoint