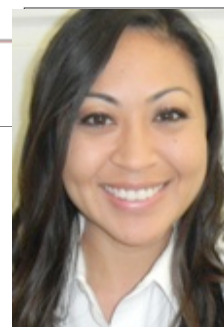


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Jennifer Ochoa



PERSONAL DETAILS

Birth	U.S.A., 1983
Citizenship	American
Mother Tongue	English
Marital Status	Single
Health	Excellent

EDUCATION AND CERTIFICATIONS

Bachelor of Science, Business Administration - Marketing Concentration

California State University, Dominguez Hills; Degree Completed December 2010 [Carson, CA]

Associate of Arts, Merchandise Marketing

The Fashion Institute of Design & Merchandising; Degree Completed December 2006 [Los Angeles, CA]

TESOL/TESL/TEFL Certificate

Oxford Seminars; Certificate Completed November 2010 [Los Angeles, CA]

EXPERIENCE

Il Fornaio [Bartender & Server]

Manhattan Beach, CA – July 2009 to February 2011

- Consistently achieved high guest check averages through suggestive selling
- Tracked and managed-financials for all orders at the restaurant bar
- Trained and supported new associates on bartending, up-selling, and quality customer service
- Maintained inventory records and daily sales reports

Haute Life Public Relations and Marketing [Event Coordinator]

Redondo Beach, CA – January 2007 to January 2008

- Supported CEO of national public relations and marketing firm
- Coordinated logistics for “Sassy City Chicks” Fashion Bash events, including venue selection, sponsorships, promotional materials and display booth sales
- Identified and developed contacts for Haute Life database, increased industry contacts by 25%
- Planned and implemented successful first-time San Francisco trunk show for fashion industry professionals

Roxy Quicksilver [Public Relations Intern]

Huntington Beach, CA – 2006

- Developed and managed product placement division, consulted with magazine editors and various publications for media coverage
- Organized and directed research on media publications for product placement opportunities
- Composed transcripts of media conferences and special event interviews for press releases
- Analyzed press clips and prepared records for annual reports

Queen Bee [Design Assistant]

Los Angeles, CA – October 2004 to March 2005

- Assisted design team of high end girls fashion line in production process and day-to-day operations
- Managed key back office functions including invoices, financial records, merchandise orders and shipping/receiving.

RELEVANT SKILLS

Travel: Argentina, Brazil, Chile, Czech Republic, England, France, Germany, Holland, Indonesia, Italy, Japan, Malaysia, Mexico, Panama, Philippines, South Africa, South Korea, Spain, United Arab Emirates, Uruguay, Vatican City