

Katerine Fernández García

Austin, TX | katerinefernandezgarcia@gmail.com | 737-291-3574

PROJECT & OPERATIONS MANAGER / PROCESS OPTIMIZATION / CROSS-FUNCTIONAL LEADERSHIP / SYSTEM IMPLEMENTATION

Work Experience

Project Manager (Content & YouTube) — Aquarium Store Depot | Remote | Aug 2023 – Present

Managed full content production lifecycle including editorial calendar, asset coordination, and performance tracking.

Led optimization initiative for 50+ videos using CTR analysis and title strategy to improve engagement.

Coordinated cross-functional collaboration to align deliverables with channel growth goals.

Built workflow documentation and tracking systems to reduce production bottlenecks.

Practice Management Assistant / Operations & Executive Support Coordinator — LifeForce Medical Institute | Remote | July 2025 – Dec 2025

Led SOP framework and dashboard implementation across 3 departments, reducing administrative errors by 40%.

Designed automation workflows eliminating 10+ hours of weekly manual work and improving visibility by 60%.

Managed cross-department coordination for system rollouts and staff training.

Director of Operations — Hive Roofing and Solar | Austin, TX | Sept 2024 – July 2025

Directed operational improvement initiatives through structured SOPs and optimized project tools.

Developed lien and accounts receivable tracking systems improving billing and compliance accuracy.

Oversaw CRM optimization and internal coordination across teams.

Customer Success Specialist (Bilingual) — Restoration Builders Inc. | Austin, TX | June 2023 – June 2024

Managed 200+ client accounts maintaining 95% satisfaction and driving 20% increase in repeat business.

Created SOP training materials to standardize workflows and support onboarding.

Spanish Interpreter — Akorbi (Bank of America) | Remote | Jan 2023 – May 2024

Delivered interpretation for 500+ financial service calls maintaining 99% accuracy under compliance protocols.

Education

University of Texas at Austin — Economics Coursework focused on Data Analysis and Systems Thinking

Technical Proficiencies / Skills

Project & Operations Tools: Microsoft Office, Excel (Advanced), Microsoft Project, Asana, AccuLynx

Data & Systems: Salesforce CRM, Power BI, SQL (Basic Queries)

Automation & AI: Workflow Automation, AI-assisted Documentation, ChatGPT

Technical Exposure: Python (Foundational), JavaScript (Foundational)

Additional Experience & Leadership

Founder & Creator – CapyQuokka YouTube Channel; supported additional digital media growth strategies.

Latin Dance Event Coordinator & Instructor; organized Austin community events and instructed at UT Austin.