

Camila Cruz

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Education

Texas A&M International University – Laredo, Texas

- Graduated in December of 2018 with a B.A. in Communications and a minor in Psychology, 3.45 GPA.

Professional Experience

July 2020 – Present – YETI Coolers – Customer service Representative

- Provided excellent customer service to over 60 customers daily across multiple channels such as phone, chat, email and social media.
- Used social media management software, Khoros, to track customer engagement on social media platforms such as Instagram, Twitter, and Facebook.
- Was the lead customer service agent for all Spanish-speaking cases, allowing our team to serve a broader customer-base.

2019 - 2020 -The LINE Hotel - Front Desk Agent

- Served as a welcoming and reliable point of communication for hundreds of guests daily.
- Curated quality customer experiences through event planning, catering, ride services, arranging dinner reservations and travel itineraries.
- Was a leader in cross-departmental collaboration to mitigate unexpected reservation changes, cancellations, and a variety guest requests.

2018 –2019 - CREAM City Magazine - Video Host/Columnist

- Reporter, video host, and columnist for the online portion of the magazine.
- Consulted with magazine sponsors on content development and ad placement.
- Led promotion campaigns to foster new sponsorships and boost readership.

2018 - KLRN – TAMIU Student Reporting Lab - Intern

- Wrote, edited, produced, and reported on four multi-story news casts regarding student life, local politics, and community events in Laredo, Texas.

Personal Experience

2013 – Adobe Certified Associate

- Visual Communication using Adobe Photoshop® CS6.

2018 – Graphic Design / Branding

- Created a branding package for essential oil shop Aromateca's Instagram (@aromateca.mx) which has a 2.5 k following.
- Created Instagram branding package for Mexican lifestyle blogger and socialite Mariana Rodriguez's Instagram (@marianardzcantu) who has a 1.8M follower base.
- Managed local jewelry's Instagram (@cauxe_beads) and created strategies to drive business to the store.

Skills

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|------------------------|--------------------|---------|
| • Adobe Creative Cloud | • Khoros | • Gain |
| • Microsoft Office | • Spanish (native) | • Canva |