

# Cesar Recio

cj.recio@utexas.edu | [Linkedin.com/in/cesarrecio](https://www.linkedin.com/in/cesarrecio)  
6310 Hadley Rock Dr | Katy, Texas | (832) 348-3793

## EDUCATION

---

The University of Texas at Austin	Bachelor of Science and Arts, Biology Minor: Business	May 2021
-----------------------------------	--	----------

## EXPERIENCE

---

**Self Employed - Reseller;** Austin, Texas March 2020 - Present

- Established seller presence on platforms such as Ebay, Facebook Marketplace, and Offerup
- Performed product research by monitoring social media and various online sources
- Facilitated and performed product procurement as well as inventory management
- Proficient in all aspects of shipping including the cost-benefit analysis of shipping options.
- Communicated with customers on an ongoing basis to answer questions, resolve disputes, collection of payment, and provide details about the items
- Created an ongoing spreadsheet to track inventory, expenses, revenue, and profit
- Achieved a current total of \$8000 in revenue, 5-star rating on Ebay and Facebook Marketplace, and established a few dedicated buyers

**RMR Mobile Works Auto Detailing- Sales Development/Marketing;** Katy, Texas August 2020 - Present

- Designed and executed advertising campaigns on social media platforms including Facebook, Instagram, and Yelp with an engagement rate of 5% for each post
- Developed brand recognition at the local level with over 25,000 people reached through social media platforms
- Actively communicated with potential clients with guidance of the benefits and services offered
- Generated around \$6,000 in revenue with most of the customers captured through organic reach
- Established and maintained favorable relationship communication with customers to ensure further business in the future

**Ion Solar- Lead Generator;** Austin, Texas September 2018 - January 2019

- Generated appointments through door to door canvassing
- Scheduled and maintained appointments to ensure smooth sales with customers
- Informed potential customers about the benefits of solar
- Followed up with customers to ensure customer satisfaction

**Pantur INC, Health Care Equipment- Warehouse Assistant;** Austin, Texas February 2018 - May 2018

- Developed an understanding of sales strategies associated with medical devices by working in close proximity with the owner
- Oversaw the packaging of medical equipment prior to shipment
- Organized and repaired inventory of medical devices

## EXTRACURRICULAR ACTIVITIES

---

**Gamma Beta Fraternity- Texas Asian Panhellenic Council Delegate/Academic Chair** Spring 2019 - Spring 2021

- Participated in social media outreach for the fraternities and sororities associated with the council
- Assisted in selling fraternity merchandise to raise money for the Jade Ribbon Campaign(nonprofit)
- Oversaw active member academics; monitored grades and organized study hours to maintain a high member GPA within the fraternity

**Longhorn Car Club- Member** Fall 2017- Spring 2017

- Organized bi-weekly meetings with fellow auto enthusiasts at the university
- Sold t-shirts to generate revenue for the club

**ADDITIONAL INFORMATION**

---

**Skills:** Customer acquisition, New Business Generation, Marketing, Sales, Customer Relations

**Computer Skills:** MS Excel, Powerpoint, Word, R, Google Sheets, Google Slides

**Languages:** Fluent in Tagalog, Basic Knowledge in Spanish

**Interests:** Entrepreneurship, Reading, Soccer, Investment, Electronic Dance Music

**Work Eligibility:** Eligible to work in the US with no restrictions