

CRYSTAL REYES

📞 (####)###-####
✉️ #####@gmail.com
📍 La Jolla, CA
🌐 .coming soon

PROFILE

Experienced with customer engagement, promotional activities, and brand advocacy. Utilizes strong interpersonal skills and in-depth product knowledge to drive brand loyalty. Track record of building lasting customer relationships and effectively representing brand values.

WORK EXPERIENCE

Hollister | 02/2025 - PRESENT

Brand Representative

- Developed knowledge of brand merchandise to effectively communicate features and benefits to customers.
- Collaborated with team members to achieve daily sales goals and improve store performance.
- Completed floorsets, filled floor, and rang up customers.
- Processed transactions accurately and efficiently, ensuring customer satisfaction.

Target | 07/2024 - 12/2024

Guest Advocate

- Drive Up & Produce Fresh
- Assisted guests with product inquiries and recommendations to enhance shopping experience.
- Provided exceptional customer service, addressing inquiries and resolving issues promptly.
- Resolved customer inquiries and complaints efficiently, ensuring satisfaction and loyalty.

Pizza Hut | 02/2023 - 09/2024

Customer Service Representative

- Cashier
- Utilized POS system for accurate order entry and payment processing, minimizing errors.
- Managed ingredient inventory, ensuring freshness and availability for daily operations.
- Collaborated with team members to streamline food preparation processes.

EDUCATION

2023 - 2027

UNIVERSITY OF CALIFORNIA, SAN DIEGO

- 3.5 GPA
- Hermanas Unidas Member
- Collegial Networking Chair | Hermanas Unidas
- Minor in Cognitive Science & Marketing
- Women in Business Member

May 2023

FONTANA HIGH SCHOOL

- 4.0 GPA
- Honor Roll
- Completed AP course in Psychology, Literature, and Language Composition

SKILLS

- Bilingual (English & Spanish)
- Multi-tasker
- Customer Service
- Effective communicator
- Strategic thinking
- Coding (Intermediate)
- Social Marketing

VOLUNTEER WORK

- Girls Love Mail Workshop
- Father Joe's Village Volunteer
- Ronald McDonald Crafts For Kids
- Beach Clean Up
- Ronald McDonald Toy Drive

PROJECTS

- Coding Tables
- BootStrap - StuddyBuddy
- Figma Health App
- Hermana Unidas Social Events & Flyers