

# Norma Vazquez

(760) 534 - 4043 • normapvazq@gmail.com • normavazquez.com • linkedin.com/in/normapvazq

## EDUCATION

### California State University, Fullerton

Bachelor of Arts in Communications (specializing in Advertising), GPA: 3.37/4.00

Fullerton, CA

Expected Graduation: Dec. 2021

## RELEVANT EXPERIENCE

### SkillsUSA California

Public Relations Intern

Remote

Oct. 2019 – Present

- Managed all content on SkillsUSA California social media accounts such as Facebook, Instagram, and Twitter.
- Regularly informed the public of organizational news and updates, while utilizing analytics to improve advertising strategies.
- Maintained contact with local press preceding regional and state conferences; designed and managed all press releases regarding the event.
- Reported directly to the SkillsUSA California State Director, Clay Mitchell, monthly to discuss improvements and updates regarding the organization.

## WORK EXPERIENCE

### Dollar Tree

Seasonal Cashier

Cathedral City, CA

Sep. 2018 – Jan. 2019

- Provided exceptional customer service in a prompt manner by attending to every customer's needs, concerns, and requests with punctuality and empathy.
- Assisted hundreds of customers a day to find and select items; provided recommendations which resulted in a major increase in sales.
- Managed cash registers by supervising all transactions throughout a shift, while counting money daily to ensure accurate amounts.

### Mission Plaza Laundry

Manager's Assistant

Ventura, CA

Apr. 2018 – Aug. 2018

- Performed in a fast-paced environment while giving full administrative support to the business owner.
- Entrusted to manage confidential matters such as managing the monthly budget and processing invoices, payments, and customer information.
- Responsible for monitoring and maintaining proper amount of cleaning supplies to enable cleanliness of the machines and work spaces in the facility.
- Provided punctual and empathetic assistance to customers by providing them with machine operation instructions in the laundromat and suggesting the proper amount of supplies to employ.
- Launched the official company website using HTML and CSS; regularly collected new business data to perform maintenance and updates.

### Costco Wholesale

Seasonal Front End Assistant

Fullerton, CA

Oct. 2017 – Jan. 2018

- Greeted and assisted customers on the selling floor and provided superior customer service by resolving all customer questions and concerns.
- Comprehended instructions in a timely fashion, while prioritizing multiple tasks in a deadline-driven environment to accomplish all assigned goals.
- Stocked, replenished, and organized inventory accurately and efficiently while maintaining an attractive merchandise display.

### Palm Springs Unified School District

Radio Show Producer

Palm Springs, CA

Aug. 2014 – Jun. 2016

- Produced a weekly radio show for the school district under the supervision of the communications manager.
- Responsible for management and volume level transitions during the show to ease the editing process and to ensure high quality content.

## SKILLS

**Technologies:** Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe InDesign, Final Cut Pro, Google Suite, Microsoft Office

**Analytical:** Google Analytics, Twitter Analytics, Instagram Insights

**Professional:** Public Speaking, Advertising, Social Media and Digital Marketing, Social Media Outreach, Video Production, Website Management, Customer Service

**Interpersonal:** Communication, Flexibility, Organization, Creativity, Patience, Active Listening

**Languages:** English (native), Spanish (fluent)