

# Norma Vazquez

(760) 534-4043 • normavazq@gmail.com • normavazquez.com

## EDUCATION

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### California State University, Fullerton

*Bachelor of Arts in Communications; GPA: 3.20/4.00*

Fullerton, CA

*Aug 2016 – May 2021*

### College of the Desert

*Associate of Arts in Communications; GPA: 4.00/4.00*

Palm Desert, CA

*Feb 2019 – Jun 2019*

## EXPERIENCE

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### SkillsUSA California

*Public Relations Intern*

California, USA

*Oct 2019 – Present*

- Managed all SkillsUSA California social media accounts such as Facebook, Instagram, and Twitter. Regularly posted news and updates regarding the organization; utilized analytics to improve advertising strategies.
- Maintained contact with local press up until regional and state conferences; created and handled all press releases.
- Reported to the SkillsUSA California State Director, Clay Mitchell, monthly to discuss improvements and updates about the organization.

### Dollar Tree

*Seasonal Cashier*

Cathedral City, CA

*Sep 2018 – Jan 2019*

- Provided excellent and timely efficient customer service by attending to every customer's needs and concerns.
- Assisted over 100 customers per day to find and select items; provided recommendations which resulted in a major improvement in sales.
- Managed cash registers by handling over 100 transactions per shift and counted money to ensure amount was correct.

### Mission Plaza Laundry

*Manager's Assistant*

Ventura, CA

*Apr 2018 – Aug 2018*

- Worked in a fast-paced environment while giving full administrative support to the business owner.
- Entrusted to manage confidential matters such as processing invoices, payments and customers information.
- Responsible for maintaining the proper amount of cleaning supplies to enable cleanliness of the machines and work spaces in the facility.
- Assisted customers in operating the machines in the laundromat as well as suggesting the proper amount of supplies to be utilized.
- Launched the official company website from scratch; 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 or concerns.
- Learned quickly while prioritizing multiple tasks in a deadline driven environment to accomplish all goals.
- Stocked, replenished, and organized inventory with accuracy and efficiency while maintaining attractive merchandise displays.

### 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 controlling and transitioning volume levels to ease the editing process and ensure high quality content.

## SKILLS

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

**Professional:** Customer Service, Public Speaking, Marketing, Advertising, Social Media, Google Analytics, Google Ads

**Interpersonal:** Leadership, Communication, Conflict Management, Patience, Active Listening

**Languages:** English, Spanish