

# DAYNA LAUREN CABRERA

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Full Stack Web Developer with a background in Communication Studies and Business, and has lifelong dedication to learning. Experienced in HTML5, CSS3, Javascript, jQuery, Bootstrap, Materialize, Firebase, and Node Js. Additionally, knowledgeable in Social Media marketing.

## PROJECTS:

### Coffee Collective | Team Member

*Interactive data application for locating and rating coffee shops*

- Worked in team of 4 to analyze coffee shops and allow users to rate based on a given criteria list.
- Used Javascript, jQuery, Chart.js, Firebase, and various APIs to collect data from coffee shops in given zip codes.

### Train Scheduler | Sole Developer

*Front end train scheduling application*

- Accepts user input to add new train name, start time, and frequency to schedule, based on current time.
- Used Moment.js, Firebase, Javascript, and jQuery.

## EXPERIENCE:

### Facebook, BCForward

Mountain View, CA

December 2017- November 2018

*Social Media Content Review Analyst*

- Met and exceeded all quotas throughout tenure; averaged more than 98% accuracy of performance and quality
- Maintained in-depth company policy and terms of service knowledge and provided feedback regarding new processes
- Worked with abuse, spam or fraud detection, trust & safety issues. Was elevated to focus on more complex reviews
- Identified trends to determine the content's level of authenticity, intent and assisted with high-priority ad hoc workloads

### MAC Cosmetics

San Francisco, CA

November 2014– Present

*Social Media Manager (December 2015— January 2017)*

*Product Specialist (January 2016— November 2016)*

*Sales Executive and Pro Makeup Artist (November 2014— Present)*

- Instagram experienced +58% in followers, consistently maintained engagement rate >115%
- Top Producer in Store's Productivity Plan YTD: Personal +3% vs. Store -19%
- Successfully led in store's sell-thru turnaround— bottom ranking to #1 in numerous collection launches
- Increased clientele turnout for Industry events, gross \$100k+ revenue by implementing new team marketing strategy
- Responsible for driving sales, optimizing in-store merchandising and brand presentation, inventory focus and ensuring 'best in class' execution of brand training and client acquisition strategy

### Valley Bible Church

Hercules, CA

March 2013 – January 2014

*Administrative Assistant*

- Developed new filing and organizational practices, prepared weekly portfolios needed for services
- Facilitated communication between directors and staff; procured supplies, equipment, and keys for office and events
- Performed office duties: record-keeping, filing, telephones, mail, and creating in-house postings and memorandums

### Lazy Dog Restaurant

Concord, CA

October 2013 – December 2014

*Trainer (June 2014— December 2014)*

*Service Team Member (October 2013— June 2014)*

- Promoted the organization's community programs and mission of delivering outstanding client-focused service
- Managed client complaints and inspected the condition of food service environment
- Responsible for succession planning and training newly-hired staff

## EDUCATION:

### UC Davis Continuing and Professional Education

November 2018 - Present

Certificate, Web Design

### San Jose State University

May 2015

Bachelors of Arts in Communication Studies — Business Minor