

## WORK EXPERIENCE

Apple, Inc. 07/2024 - Present  
*Specialist, Williamsburg, New York*

- Achieved an exceptional team member score of 98 out of 100, demonstrating outstanding performance and customer service.
- Consistently contributed to store revenue, generating \$207,000 in quarterly sales by approaching customers and sharing features.
- Delivered high-quality customer interactions by showcasing product features and Apple Care in 100% of customer engagements resulting in positive Net Promoter Score (NPS) feedback across all interactions.
- Collaborated closely with backstage operations to streamline over 600 product support runs, enhancing floor team efficiency and customer service capabilities.
- Created memorable tech experiences by translating complex features into user-friendly explanations.

Blank Street 12/2021 - 01/2023  
*Lead, Brooklyn, New York*

- Drove performance as team lead at the company's busiest location, collaboratively guiding my team members to exceed expectations.
- Using metrics from previous months, I took initiative to adjust order amounts, this enhanced the company's profits by 22% as waste percentages dropped to single digit percentages.
- Organized customer appreciation events to foster strong client relationships and promote positive brand perception.

Superfanz ([thesuperfanz.com](http://thesuperfanz.com)) 05/2023 - 06/2024  
*Product Management, Williamsburg, New York*

I managed and oversaw collaboration between design and engineering departments, spearheaded website development and marketing campaigns.

- Boosted company productivity 60% by implementing cross-departmental collaboration tools like *Notion* and *Trello*.
- Collaborated closely with in-house UX designer to conduct comprehensive market research, analyzing customer preferences and market trends.
- Developed strategic website designs through iterative research and user feedback processes, ensuring alignment with target audience needs.

Freelance 12/2022 - 05/2023  
*Web Dev & Consulting, New York*

Provided comprehensive digital solutions to diverse clients, enhancing online presence and business performance through strategic web development.

- Designed and managed diverse WordPress websites for clients in construction, fine dining, and professional services.
- Implemented advanced SEO techniques to improve website rankings and drive organic traffic.
- Cultivated strong client relationships, ensuring successful project outcomes and repeat business.

## EDUCATION

Florida International University  
Miami, Florida — Business, Communication Arts, Expected 2025

## SKILLS

Languages: English (Fluent), Spanish (Fluent)

Technical Skills: HTML, CSS, JS, Photoshop, Premiere, Final Cut Pro, Xcode, Google Analytics

## HOBBIES & INTERESTS & OTHER RELEVANT ACTIVITIES

[moosicdiscovery.com](http://moosicdiscovery.com) - A personalized music discovery platform featuring rising talent. I built the website myself and hired multiple volunteers. I managed a 10-people team, coordinated schedules and hosted bi-weekly team meetings. Received 10,000 monthly visits during launch month.