



RUJAÏNE MENA

EXECUTIVE ASSISTANT

CAREER OBJECTIVE

Experienced Event Manager with a demonstrated history of working in the Sales industry. I'm a self starter looking to shift my career into Tech. Learn more about my qualifications by visiting my [LinkedIn](#).

EXPERIENCE

Founder, Lead Assistant

Hustle & Bustle Virtual Assistance (March 2022-Now)

I work closely with small business entrepreneurs as they establish their business or work on expanding their growth. My tasks have included:

- Email and Lead Management for small business executives
- Curating and creating content for social media on a managed schedule
- Web design and development
- Ad Copywriting for short-form content
- Event Planning
- Developing standard operating procedures (SOP) for small businesses
- Podcast Production that includes: script writing, topic research, sponsorship campaign, pre and post production, show notes, and scheduling.

Catering Sales Manager


Vista Lago Ballroom (June 2021-July 2022)


- Event venue sales and site tours
- Assisting with event catering tasting and pre-planning
- Email and lead management
- Venue coordination
- Contract management between venue and clients
- Create and maintain the schedules of the staff within the venue

CONTACT

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EDUCATION

Associate of Arts (AA)

Miami Dade College

2014-2016

Miami, FL


Wedding & Event Planning Certification


Miami Dade College


Earned in 2015

Miami, FL


SKILLS

 Event Planning

 Project Management

 Communication


 Web Design

 Ad Copy

 Social Media Marketing

LANGUAGES

 Spanish

 English

KNOWLEDGE

Asana

Slack

Trello

Clockify

Miro

Honeybook

Quickbooks

Squarespace

G Suite

Microsoft Office

Canva

LastPass

Zoom

Co-Owner

Match Me Candle Co. (October 2020- May 2022)

I learned how to create candles when the world hit the pause button back in 2020. Our candles were made with a natural blend of coconut and apricot wax. We used refined, high quality fragrance oils that were mixed into unique scents that many grew to love and call staples. Our candle inventory included 9oz and 6oz candles with burn times ranging from 12 to 30 hours.

While in business, we made hundreds of sales via Etsy, pop-up shops, wedding orders, and a private boutique partnership. Our proudest moment was having our small business featured at a local West Elm storefront. In launching my very first business, I learned many skills while sharpening others. They included:

- Candle Making. All of our candles were personally hand made and tested.
- Accounting with Quickbooks
- Graphic design where I custom created our product labels, warning labels, and packaging labels.
- Rigorous product testing. None of our candle products would be on the market without first conducting several burning tests to evaluate the wax quality and the fragrance oil scent throw.
- Short form content creation for social media: Instagram, TikTok, and Pinterest
- Experience with Square POS
- Inventory Management
- Event Planning for local pop-up shops
- Shipping & Handling as well as local deliveries

Assistant Event Director

FunDimension USA (February -September 2020)

Project Coordinator

Sonder (August 2019 - February 2020)

Freelance Writer & SEO Assistant

New Reach Marketing (February 2019- August 2019)