

Yvanna Aburto

Social Media Analyst - B&G Foods

Miramar, FL 33025

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954 465-9108

Social media professional with years of experience in consumer-packaged goods, marketing, and real estate.

Work Experience

Social Media Analyst

B&G Foods - Miramar, FL

October 2018 to Present

- Oversee all social media accounts for every brand under B&G foods: Twitter, Facebook, Instagram
- Manage cases and customer complaints submitted through social media accounts
- Update records in our database system (E-Power)
- Manage reports and stats that are sent from headquarters

Summer Office Manager

Key Collegiate Charter School - Brooklyn, NY

June 2018 to September 2018

- Managed the day to day activities of the school and serving as the main point of contact in the school.
- Helped manage the collection and maintenance of student, personnel, and school information: Managing databases, updating contact information, keeping records current
- Managed school-wide daily systems (managing student attendance, tracking the student discipline system,

Community Manager, Lakeside Executive Suites

Weston, FL

December 2017 to June 2018

- Organized and planned networking events for members in the center, while serving as the social chair.
- Worked alongside the General Manager to develop connections between members, including member introductions, marketing, email and print communications, and managing the social media for the business.
- Operations: Inputting and maintaining accurate data across software platforms.
- Conducted sales tours to execute sales strategy and maintain high occupancy.

Representative Intern

World Trade Center Association - Orlando, FL

July 2016 to May 2017

- Managed incoming emails, and phone calls for the business.
- Updated records into our database systems.

- Handled Operations, Social media management, and Marketing management.

Field Representative/Brand Ambassador

World Trade Center Association - Orlando, FL

July 2016 to May 2017

- Promoted brands at different retail and adult facility locations. Marketing/ Recruitment
- Had positive interactions with people while remaining compliant with our market guidelines.
- Assisted management with holding events in our market: Handling phone calls, shipments, and client inquiries.

Education

Bachelor of Science in Public Administration/Nonprofit Management

University of Central Florida

August 2017

Associate of Arts in English/Spanish

Miami Dade College

May 2015

Master of Arts in Instructional Design and Technology

University of Central Florida

Skills

Crm (Less than 1 year), Customer relationship management (Less than 1 year), Customer service (Less than 1 year), Excel (Less than 1 year), marketing (2 years), Microsoft office (Less than 1 year), Ms office (Less than 1 year), Operations (1 year), Outlook (Less than 1 year), Photoshop (Less than 1 year), Powerpoint (Less than 1 year), Quickbooks (Less than 1 year), Receptionist (Less than 1 year), Retail sales (Less than 1 year), Social media marketing (Less than 1 year), Word (Less than 1 year)