




# SYLVIA RAMIREZ SOTO

## FREELANCE CONSULTANT

### CONTACT

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 Sylvia Ramirez Soto

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### PROFILE

In the last twenty years, I have worked in the cosmetic industry. I have been a part of some great companies that I have helped launch to be successful in major retailers, such as Nordstrom and Neiman Marcus. A couple of those brands are Maison Francis Kurkdjian and Beauty Bio. The experience I have harnessed in the beauty industry will help in a new career I am aspiring to, full stack web developer.

### SKILLS

- HTML5
- CASCADING STYLE SHEETS (CSS)
- REACT
- BOOTSTRAP
- NODE
- MYSQL, SEQUELIZE
- MONGO, MONGOOSE
- CUSTOMER SERVICE
- PRODUCT LAUNCH
- TEAM BUILDING
- PRODUCT TRAINING
- SALES

### EXPERIENCE

#### Beauty Bio

April 2018 – Present

As a freelance consultant, I have launched the Beauty Bio brand at Nordstrom and Neiman Marcus La Cantera. It is a skincare company with a patented skincare tool, the GloPro. Through product training and event execution, both retailers have placed in the top 10 for the company. There was a personal appearance at Neiman Marcus July 2019. The goal was \$10,000 and a stretch goal of \$15,000 was given. The event did \$22,000. Through a personalized customer service experience, I have been able to build a loyal client base.

#### Maison Francis Kurkdjian

July 2014 – September 2018

Launched the Maison Francis Kurkdjian brand at Neiman Marcus at La Cantera. For three straight years, the brand had a double-digit increase, and ranked 7 out of 47 stores. Demonstrated product knowledge and trained associates. Executed events in store and aided sellers to better help the closing of

### EDUCATION

## UTSA Coding Bootcamp

January 2020 – July 2020

Front end and back end certification full stack web development. Utilizing HTML, Cascading Style Sheets (CSS), JavaScript, MySQL, Node, Express, MongoDB, and Sequelize.

## University of Texas at San Antonio

September 1987 – December 1992

September 2006 – May 2008

BA of History with a post teaching certificate in composite Social Studies 8<sup>th</sup> – 12<sup>th</sup> grade. Extracurricular activities included, student coordinator for Amnesty International – UTSA Chapter, Vice President for People for Choice, and a member of MeCHa, the Mexican – American student organization.

a sale. As a customer service leader, I was able to build a loyal client base.

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## Nordstrom La Cantera

February 2009 – June 2014

Started at Nordstrom La Cantera as a Beauty Advisor for Bobbi Brown Cosmetic and Skincare Company. In a few months, promoted to Business Manager for Advanced Skincare Technology. I managed 17 brands and executed a \$41,000 event for the brand Sensual Solutions in April 2010. The #1 corporate event at Nordstrom for the brand. Then offered the position of Business Manager for Kiehl's since 1851. I left Nordstrom when I was recruited to work at Neiman Marcus.