

# Crystal Martinez

Licensed Esthetician | Remote Admin, Data Entry, & Sales | English Major

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📍 Easton, PA   📞 917-331-7908   ✉ crystalmartinez.le@gmail.com  
🌐 [linkedin.com/in/crystalmartinezle](https://www.linkedin.com/in/crystalmartinezle)

## Professional Summary

Licensed Esthetician since 2017 with strong experience in client relations, scheduling, and administrative support. Currently pursuing a Bachelor's in English at Southern New Hampshire University, with coursework in business, communication, and mass media. Detail-oriented and organized professional with experience in client relations, scheduling, and administrative support. Skilled in data entry, document management, coordinating operations, and sales. Adaptable and efficient, eager to contribute to remote teams.

## Work Experience

### **E-COMMERCE DATA ANALYSIS & STRATEGY EXTERNSHIP (REMOTE) | EXTERN, BREAKING GAMES | MARCH 2026–JUNE 2026**

Analyzed multi-platform e-commerce data and AI-assisted insights to identify trends, optimize campaigns, and drive revenue growth.

### **LICENSED ESTHETICIAN | GIFTED HANDS | MAY 2024 – DEC 2024**

Managed client appointments and records, recommended products, and supported retail sales through personalized skincare guidance.

### **ASSISTANT MANAGER & LEAD SERVER | LEHIGH VALLEY BBQ | DEC 2023 – MAY 2024**

Oversaw operations, drove sales through upselling, trained staff, and improved customer experience.

### **LICENSED ESTHETICIAN | SWEETNESS OF SALT | APRIL 2021 – DEC 2022**

Delivered personalized services, managed appointments and client records, and drove product sales through tailored recommendations while maintaining inventory and client relationships.

### **CUSTOMER SERVICE REPRESENTATIVE (REMOTE) | CONCENTRIX (NATIONWIDE INSURANCE) | SEPT 2019–OCT 2020**

Provided inbound/outbound support, resolved customer and basic technical issues, documented interactions, and recommended products while delivering a positive customer experience.

### **ASSISTANT MANAGER & LICENSED ESTHETICIAN | MESSAGE ENVY | NOV 2018 – JULY 2019**

Managed bookings, memberships, and product sales while maintaining client records and inventory.

**LICENSED ESTHETICIAN | BARE BLISS SKIN SPA | APRIL 2018– SEPT 2018**

Provided skincare treatments, managed appointments and records, and drove product sales through personalized recommendations while maintaining inventory and client relationships.

**DOG WALKER & SITTER | WAG | APRIL 2018 – SEPT 2018**

Managed bookings, schedules, and client communication while maintaining accurate records and coordinating multiple appointments independently.

**MAKEUP ARTIST & LICENSED ESTHETICIAN | STEEL MAGNOLIA SPA & SALON | NOV 2017 – APRIL 2018**

Provided beauty services, managed appointments and records, and drove product sales through recommendations while maintaining inventory and client relationships.

**SOCIAL MEDIA MARKETING MANAGER & RECEPTIONIST | EASTON YOGA | MAY – OCT 2016**

Handled front desk operations, client communication, and marketing campaigns.

**HOSTESS | THIRD & FERRY | SEPT 2015–MAY 2016**

Managed reservations and supported daily operations.

**EVENT PRODUCTION ASSISTANT | ENCHANTING ENTERTAINMENT | NOV 2014–MAY 2016**

Coordinated event schedules, managed inventory and documentation, and communicated with clients to support smooth event execution.

**GUEST SERVICES & EVENT SUPPORT ASSOCIATE | CRAYOLA EXPERIENCE | JULY 2015–DEC 2015**

Managed high-volume guests, live shows, and events, ensuring engaging experiences and smooth operations in a fast-paced, interactive environment.

**BRAND AMBASSADOR | EVENTPRO STRATEGIES | JUNE 2013 – MAY 2016**

Promoted brands, drove sales, and engaged customers through demonstrations and interactive events across multiple locations.

## **Volunteer Experience**

**PUBLIC SPEAKER & TEAM LEADER | CYSTIC FIBROSIS FOUNDATION | MAY 2004 – PRESENT**

Lead fundraising teams, speak at events, and engage the CF community to raise awareness and support.

**ESTHETICIAN TEACHER'S ASSISTANT | BETHLEHEM AREA VOCATIONAL TECHNICAL SCHOOL | MAY 2018 – MAY 2018**

Assisted in teaching makeup artistry and mentored students in facial techniques and esthetics best practices.

## **Education & Certifications**

**BACHELOR'S DEGREE | ENGLISH | SOUTHERN NEW HAMPSHIRE UNIVERSITY | (IN PROGRESS)**

Coursework includes business writing, editing, mass media, communication, AP Style, English, and literature.

**ADULT & PEDIATRIC FIRST AID/CPR/AED**

**PENNSYLVANIA STATE ESTHETICIAN LICENSE**

**ESTHETICS CERTIFICATE | BETHLEHEM AREA VOCATIONAL TECHNICAL SCHOOL**

Completed professional esthetics training with hands-on experience in facials, waxing, and body treatments using Repechage and Milady curriculum.

**DIPLOMA | POCONO MOUNTAIN WEST HIGH SCHOOL**