

Maria Perez

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EXECUTIVE SUMMARY

Bilingual Marketing student at the University of Central Florida with hands-on social media experience and 5 years of hospitality, retail, and customer service experience. Skilled in assisting with creating social media content and promotional materials designed to increase engagement, using strong communication skills to understand customer needs and build positive relationships with an audience. Goal-driven, adaptable, and eager to gain hands-on experience in the marketing industry using creativity to support social media campaigns, strengthen brand awareness, and engage target audiences.

EDUCATION

University of Central Florida

Orlando, FL

Bachelor of Science of Business Administration, Marketing

Expected Graduation: December 2028

PROFESSIONAL EXPERIENCE

River Road Coffee & Popsicles

Cocoa, FL

Social Media Assistant & Barista

July 2024 – Current

- Assist with creating 3–5 social media posts & promotional materials monthly to increase engagement
- Served 65+ customers daily, providing personalized service based on customer preferences and needs
- Flexible with operating 10+ tasks a day to meet deadlines while keeping the customer experience in mind
- Increased overall customer satisfaction ratings by 20%, helping build a dedicated base of repeat patrons

Ulta Beauty

Merritt Island, FL

Task Associate

January 2025 – February 2026

- Conducted inventory counts of 50+ items while processing merchandise, online orders, & displays
- Maintained on-floor inventory accuracy and monitored product movement to ensure timely replenishment
- Set up 3–5 promotional displays daily, maintaining consistent branding for 100+ customers to increase sales
- Assisted 20+ customers daily with product questions, providing personalized services & positive experiences

Starbucks

Rockledge, FL

Shift Leader

February 2021– July 2024

- Supervised a team of 3–6 employees daily, overseeing tasks & workplace objectives were completed
- Used critical thinking to manage high-pressure situations to lead & maintain team morale
- Trained 10+ employees on beverage craft, POS handling, and floor operations, raising work productivity
- Upheld under 45–60 second customer service times per order during rushes & maintained drink quality

LEADERSHIP EXPERIENCE

ALPFA UCF (Association of Latino Professionals for America)

Orlando, FL

Member

September 2026 – Current

- Participate in networking and professional development events to build business and communication skills
- Connect with students and professionals to gain exposure to different careers and industries
- Engage in resume-building workshops, case studies, and mock interviews to refine career readiness

SKILLS & CERTIFICATIONS

Languages: Fluent in English & Spanish

Certifications: ServSafe Food Safety (2023)