

Yareli Reyes

(928) 247-7475 | yarelird@gmail.com | Los Angeles, CA | LinkedIn | Portfolio

PROFESSIONAL SUMMARY:

Marketing and executive support professional with 5+ years of experience across entertainment, professional services, and creative industries. Skilled in complex calendar management, project coordination, digital marketing, and AI content evaluation. Experienced in managing competing priorities, coordinating cross-functional teams, and delivering accurate, high-quality work.

WORK HISTORY

HANDSHAKE AI | 04/2026 to Present | Remote

Evaluation Specialist

- Evaluate AI-generated presentations, documents, and spreadsheets for content accuracy, clarity, formatting, and instruction adherence.
- Assess content quality, writing style, visual design, and organization using established evaluation guidelines.
- Research and verify information using reliable sources to support accurate assessments and identify inconsistencies.
- Review and annotate video content, providing detailed feedback on accuracy, clarity, and overall quality.

LABIB FUNK + ASSOCIATES | 06/2025 to 06/2026 | El Segundo, CA

Marketing Lead

- Led firmwide marketing initiatives across digital platforms, website content, social media, proposals, and brand communications.
- Developed newsletters and a four-touch email nurture sequence in Constant Contact, along with brochures, case studies, and marketing materials across six markets.
- Coordinated RFP/SOQ submissions and award entries, collaborating with principals and technical teams to manage deadlines, reviews, and deliverables; contributed to two industry award wins.
- Planned and coordinated client and industry events, overseeing schedules, vendors, budgets, and logistics from planning through execution.

CBS STUDIOS | 10/2021 to 04/2025 | Los Angeles, CA

Marketing Coordinator

- Provided executive and administrative support to the VP of Marketing, managing complex calendars, executive correspondence, travel arrangements, and competing priorities.
- Coordinated conferences, executive meetings, and cross-functional communications, including agendas, presentations, meeting materials, and logistics.
- Prepared executive presentations, reports, spreadsheets, and tracking documents to support marketing initiatives and departmental operations.
- Maintained databases, organized records, processed travel and expense reporting through SAP Concur, and coordinated multiple priorities and deadlines.

THE LAIR RECORDING | 01/2018 to 07/2020 | Culver City, CA

Studio Assistant

- Supported daily studio operations and marketing initiatives to help increase visibility and attract new clients.
- Developed outreach ideas and administrative processes to improve task tracking and team organization.
- Maintained an organized studio environment while assisting staff with special projects and changing priorities.

SKILLS

Executive & Administrative Support • Complex Calendar Management • Travel Coordination • Meeting & Event Planning • Project Coordination • Email & Correspondence Management • Document Preparation • Records & Database Management • Expense Reporting • Marketing Campaign Coordination • Email Marketing & Newsletters • Content Development & Copywriting • Social Media & Website Management • RFP/SOQ Development • Reporting & Presentations

SOFTWARE & TOOLS

Microsoft 365 & Excel • Google Workspace • SAP Concur • Monday.com • Notion • HubSpot • Constant Contact • Canva • Adobe Creative Cloud • WordPress • Squarespace • Wix

EDUCATION

Regent University – Manassas, VA

Bachelor of Arts | Media Communication Studies

Duke University – Durham, NC

Digital Marketing Specialist Certificate Program