

# REYNA DOMINGUEZ

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## SKILLS

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- Proficient in Excel, Microsoft Word, Adobe Illustrator, Canva, Shopify & Klaviyo
- Skilled in social media marketing platforms
- Experienced in collaborating with cross-functional teams to achieve objectives
- Customer Service
- Team player committed to contributing to shared goals
- Detail-oriented with a focus on accuracy and precision in all tasks

## EDUCATION

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**California Polytechnic State University**, Pomona, CA

Summa Cum Laude 2024

**Bachelor of Science, Apparel Merchandising and Management**

## RELATED ACADEMIC COURSEWORK

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Acquired proficiency in Microsoft Excel through the study of concepts related to collecting, storing, and distributing data in spreadsheets for retail math courses. Utilized computer-aided design software such as Adobe Illustrator for fashion-related graphics. Extensive knowledge in retail buying, marketing, brand development, and production through coursework, applied to real-life retail settings.

## EXPERIENCE

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**Express** West Covina, CA

February 2024 to Present

*Sales Associate*

- Promotion of loyalty and credit programs by explaining benefits
- Visual merchandising displays to enhance shopping experience
- Help customers find specific products, answer questions, and offer product advice

**Arabian Horse Center** Pomona, CA

January 2024 – May 2024

*Micro Intern – AMM 4970*

- Designed graphic for tote bag and sweatshirt merchandise
- Managed TikTok account, increasing engagement by 5.16% across likes, comments, and shares
- Participated in visual merchandising for pop-up store displays at horse shows

**Ximena Valero Brands** Los Angeles, CA

May 2023 – August 2023

*Intern*

- Crafted pitch decks for fashion show sponsors and various marketing materials
- Provided support in scheduling and time management
- Authored multiple articles for the brand's newsletter

**Tilly's** West Covina, CA

May 2021 – January 2024

*Sales Associate*

- Handled customer inquiries and complaints while providing excellent customer service
- Proficiency in using point-of-sale systems and other retail-related technology
- Excellent verbal and written communication skills, including the ability to listen actively

## ACCOMPLISHMENTS

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- Fashion Retailing Student of the Year Award in Apparel Merchandising & Management Department 2024
- President's List 2021-2023
- Dean's List 2020-2023
- Panda Cares First-Year Scholarship Recipient 2020