
Liliana Monabat

469-633-0003

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EDUCATION

Majoring Interdisciplinary Art Studies

Minoring Marketing

University of North Texas - Expected graduation date: May 2025

WORK EXPERIENCE

Project LeanNation: Frisco, TX

Marketing Manager/Shift Lead (June 2023- Current Position)

- Managed end-to-end advertising campaigns for social media platforms.
- Supervised store operations and personnel.
- Proactively engage customers through outbound calling initiatives.
- Monitored and managed inventory levels to optimize stock availability.
- Conducted personalized health consultations.
- Successfully enrolled members through in-store promotions.

Gayla Hair Designs: Plano, TX

Marketing Manager/Front Desk (February 2021- December 2022)

- Executed the advertising process from start to finish to present ads for social media
- Increased revenue by 27% after implementing marketing/advertising strategies
- Communicated with clients in accordance with scheduling to maintain profits and efficiency
- Delivered telecommunication during work hours to provide service
- Managed a polished workplace and prepped products based on client needs

Photography By Misty: Dallas, TX

Photography Assistant (May 2023- September 2023)

- Set up and deconstructed various sets.
- Onsite of different locations.
- Adjusted and posed clients.
- Guided and informed clients as they entered and waited.

Alli K Designs: Dallas, TX

Muralist Assistant (April 2023-September 2023)

- Helped prepare the sites and clean up after.
- Various locations.
- Outlined artwork.
- Assisted in tracing and painting murals.
- Shared work on social media and navigated new clients.

Frisco Athletic Center: Frisco, TX

Play Depot Aide (September 2018-April 2020)/ Front Desk (April 2020-February 2021)

- Overseeing staff and ensuring quality care to client's children.
- Created unique and engaging daily tasks for the Play Depot.
- Displayed the benefits of memberships to nonmembers to increase sales.
- Provided support via telephone to clients regarding memberships and general information.

References:

Michel Smith (Current Employer)- PLN Manager/ Owner:
972-948-4554

Gayla Farokh- Gayla Hair Designs Owner: 214-632-006

Alayna Quizhpi- REC Lead at FAC: 214-705-5225