



Jennifer Cuevas

EXPERIENCE

April 2016 - Current

Freelance Photographer 3rd Eye | Bronx, NY

- Edit photos using Adobe Photoshop and other software applications.
- Consult with clients to understand their needs and preferences for a photo shoot.
- Maintain photography equipment including cameras, lenses, lighting gear, tripods.
- Research trends in photography styles to stay up-to-date with current technologies and practices.
- Collaborate with art directors, stylists, makeup artists as part of a team effort.
- Deliver quality products within deadlines established by clientele.
- Propose creative ideas to engage followers with different content types and formats.
- Collaborate with social media managers to define channel content needs.
- Network and research to stay current with best practices, trends, topics, strategies, industry standards and regulations related to social media.
- Engage and communicate one-on-one with online customers via social media messaging, generate brand awareness and promote positive product impressions to increase sales.

February 2013 - September 2021

Photo Supervisor Lifetouch Preschool Portraits | Bronx, New York

- Led a high-performing team, overseeing all aspects of photography production.
- Spearheaded recruitment, hiring, training, and performance management initiatives.
- Developed and executed training programs, agendas, and presentations.
- Conducted meetings and facilitated cross-functional collaboration to enhance productivity.
- Provided technical advice and assistance to photographers regarding camera settings and equipment use.
- Developed strategies to promote the company's photographic services via social media outlets.
- Assigned tasks to employees and monitored productivity, performance and task completion.

February 2008 - December 2010

Director of Operations Mama Cuevas Child Care | Bronx, NY

- Developed and implemented operational strategies to maximize efficiency, reduce costs, and improve customer satisfaction.
- Created policies and procedures for improved workflow processes.
- Reviewed contracts with vendors to ensure compliance with regulations and terms and conditions.
- Developed training programs for new employees as well as existing staff

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SUMMARY

Highly-motivated creative with desire to take on new challenges. Strong work ethic, adaptability and exceptional interpersonal skills. Adept at working effectively unsupervised and quickly mastering new skills.

SKILLS

- Photo Editing
- Retouching and Color Correction
- Social Media
- Proactive Approach to Problem Solving
- Adobe Photoshop
- Client Relations
- Digital Photography
- Social Media Marketing
- Search Engine Optimization Practices
- Social Media and Promotions
- Content Management
- Online Marketing
- Content Optimization
- Audience Research
- Social Media Management

members.

- Identified areas where process improvements could be made resulting in increased productivity.

August 2005 - November 2008

Administrative Assistant Financo, Inc. | New York , NY

- Provided administrative support to the executive team, including scheduling meetings and managing calendars.
- Organized and maintained filing systems for physical and electronic documents, ensuring accuracy and confidentiality of records.
- Greeted visitors in a professional manner, responding to inquiries and directing them to appropriate personnel.
- Composed letters, memos, reports, emails, presentations and other written correspondence as required by management staff.
- Managed incoming calls while providing information or transferring callers to appropriate personnel.

EDUCATION AND TRAINING

January 2004

Associate of Arts | Radio And Television Broadcasting
University of Puerto Rico - Arecibo, Arecibo, PR

LANGUAGES

Spanish:



Professional

CERTIFICATIONS

- Certified Digital Marketing & e-commerce, Google - 2023