



EBBONY DURAN

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LA LOCAL

ASSISTANT,
FRIEND
AND CREATIVE

An entrepreneurial spirit with a passion for creativity, connection and success.

EXPERIENCE

GMC Product Specialist

2024- PRESENT

- Mastered in depth knowledge for vehicle inventory, serving as a trusted resource for clients.
- Accelerated sales through a multi- channel approach. Leveraging cold calling, in-person engagement and digital lead generation.
- Cultivated and managed an extensive client database, ensuring long term customer retention.
- Strategized and scheduled follow-ups to optimize conversions, tracking client interactions for future opportunities.
- Assisted sales team by swiftly engaging potential buyers, turning prospects into loyal customers.

CAFM Sales Associate & Marketing Coordinator

2023-2024

- Designed compelling graphic materials, including promotional flyers and key announcements, to enhance brand visibility.
- Spearheaded high- value antique negotiations, securing optimal deals for both buyers and vendors.
- Drove sales for a collective of over 100 vendors by implementing strategic marketing initiatives and personalized customer interactions.
- Processed transactions seamlessly across cash, check and electronic payments while ensuring a premium customer experience.

DREAM HOME Personal Assistant & On-site Manager

2020-2023

- Orchestrated studio bookings, client walkthroughs and inquiries. Ensuring smooth operations for a high-profile creative space.
- Developed and executed dynamic social media strategies. growing the studio's digital presence to 11.4K followers.
- Managed day-to-day responsibilities for studio owners, facilitating efficiency and creative execution.
- Curated, marketed and sold exclusive inventory, maximizing profitability.
- Transformed abstract concepts into tangible experiences, brining clientele and owners' creative visions to life.

ON THE SIDE

BUSINESS OWNER UNIQUELY MINE

- Curate and source a diverse collection of vintage clothing and unique antiques, catering to both online and in-person shoppers.
- Developed a streamlined inventory system to efficiently track, price and manage stock across multiple platforms.
- Operate a physical retail space while simultaneously managing e-commerce sales.
- Strategically price and adjust markdowns to optimize profitability and achieve targeted sales goals.

Social Media Manager LA Acting Studio

- Conceptualize, film, edit and publish engaging content to enhance studio's online presence and attract aspiring actors
- Develop and execute strategic social media campaigns to increase engagement and awareness
- Curate behind-the-scenes footage, highlights and student scene finals.
- Analyze performance metrics to refine content strategies and maximize reach.
- Collaborate with instructor and students to create authentic, compelling digital narratives.

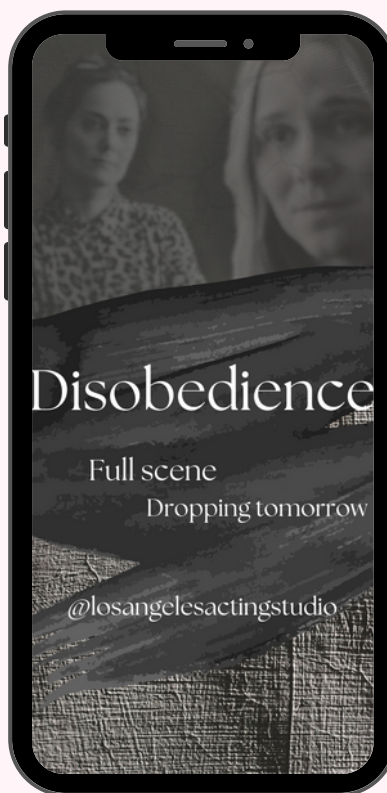
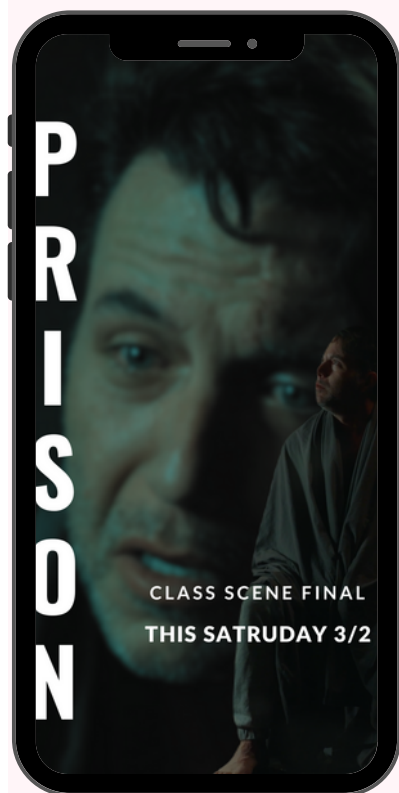
SKILLS

- Video Editing
- Content Creation
- Sales
- CRM
- Acting
- Canva
- Public Speaking
- Customer Retention
- Product Sourcing
- Sewing
- Serving
- Animal Care

EDUCATION

COLLEGE OF THE CANYONS
AA Biology & English
National Honor Society
3.8 GPA

CLICKS & CREATIVITY



Let's Get Social



Behind the camera

