

ZOEY GABRIELLA RIED

PROFESSIONAL SUMMARY

Detail-oriented professional with a strong background in implementing strategies to reduce challenging behaviors and enhance social interactions. Skilled in data collection, social media marketing, and design research, ready to leverage expertise in a new role. Eager to contribute to a team while pursuing opportunities for growth and development.

EXPERIENCE

Registered Behavior Technician

January 2025 - April 2025 | Action Behavior Centers, Red Oak, TX

- Implemented proactive strategies for reducing challenging behaviors.
- Maintained accurate data collection systems for behavior tracking purposes.
- Applied reinforcement techniques to increase desirable behaviors or decrease undesirable behaviors.
- Facilitated client participation in social activities that fostered appropriate peer interactions.
- Monitored client responses to intervention strategies through continuous observation and data collection methods.
- Implemented wide variety of cognitive, social, and community integration activities for program participants to achieve goals.
- Followed treatment plan goals and interventions by utilizing sound judgment and seeking out appropriate consultation.
- Developed and maintained positive relationships with clients, families, and other members of the treatment team.
- Participated in professional development opportunities related to Applied Behavior Analysis principles.
- Supported and assisted individuals with skills training in all activities of daily living.

Intern

March 2024 - May 2024 | Lakeesha Brown, Lancaster, TX

- Work with the creative marketing team and other lines of business to create various social media initiatives.
- Completed required paperwork within anticipated timeframes.
- Finished tasks and job duties, adhering to deadlines to avoid delays.
- Worked within Excel to input, organize and analyze marketing data.

CONTACT

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SKILLS

- Digital Advertising
- Microsoft PowerPoint
- Microsoft Excel
- Data Analysis
- Web Development
- User Experience
- Social Media Optimization
- Programmatic Advertising
- Lead Generation
- Social Media Marketing
- Guest Satisfaction
- Safe Food Handling Practices
- Register Preparation
- Retail Transactions
- Following Instructions
- Willingness to Learn
- Customer Service
- Organizing Work Stations
- Equipment Maintenance
- PCI (Payment Card Industry)
- Cleaning and Sanitizing
- Money Handling
- Liquor Law Compliance
- Product Knowledge
- Refunds and Exchanges
- Expense Tracking

- Prepared simple spreadsheets using Microsoft Excel and updated files regularly to track important office and customer data.
- Used good organizational skills to manage workload.
- Used appropriate colors and techniques to create graphic designs that met client requirements.
- Utilized Canva.com to edit photos and design visual content, ensuring brand consistency across platforms.
- Designed and executed marketing campaigns aligned with business objectives.

Personal Intern

March 2024 - May 2024 | Lakeesha Brown, Lancaster, TX

- Worked during specific times of day for right lighting or achieved goals with flashes and reflectors.
- Analyzed subject material and selected angle, lighting, and background to enhance aesthetic.
- Delivered photographs within specified deadlines while maintaining high quality standards.
- Consulted with clients to understand and meet unique goals.
- Managed photography sessions from planning to execution, ensuring client satisfaction.
- Utilized creativity, innovation, problem-solving and compositional skills during photo shoots.
- Coordinated with clients to understand their vision and requirements for photo shoots.
- Conducted image archiving and database management for easy retrieval of photographs.
- Utilized computer graphics programs in post-production.
- Enhanced images with effects or by removing undesirable features and blemishes.

US

February 2024 - April 2024 | FedEx, Hutchins, TX

- Followed safety regulations to maintain safe work environment.
- Improved package handling efficiency by implementing proper sorting and organizing techniques.
- Maintained a safe work environment by adhering to company policies and guidelines for proper lifting techniques.
- Reduced damage rates for packages through careful handling and adherence to safety protocols.
- Proved successful working within tight deadlines and a fast-paced environment.
- Exceeded performance expectations during peak seasons, managing high volumes of shipments without compromising on quality or timeliness.
- Alerted supervisors and coworkers of hazards and other issues for quick resolutions.

US

December 2023 - February 2024 | Dollar General, Lancaster, TX

- Liaised with the management team regarding any operational issues or shortages at the checkout area.

- Online Orders Preparation
- Facility Safety
- Food handlers certification
- TABC certification
- Heavy Lifting
- Warehouse Safety
- Package unloading
- Loading and unloading
- Stacking Packages
- Workplace Cleanliness
- Label Reading
- Fragile item handling
- Design Research
- Color Theory
- Detail-Oriented
- Teamwork and Collaboration
- Behavior modification techniques
- Token economy systems
- Reinforcement procedures
- Social skills development
- Relationship building
- Error correction techniques
- Discrete trial training
- Self-management strategies
- Activity schedules

- Managed time efficiently during peak hours to minimize customer wait times.
- Restocked and front-faced shelves with merchandise.
- Kept up-to-date with current promotions and store policies to provide accurate information to customers.
- Addressed common questions about store products.
- Received cash and card payments in line with store's cash handling policy.
- Used problem-solving skills to address discrepancies in pricing or product information.
- Computed transaction totals, processed payments and issued receipts.
- Assisted customers in finding products and provided recommendations when necessary.
- Handled currency and coins, following correct procedures to minimize loss and maintain accuracy.
- Processed transactions quickly and accurately to ensure customer satisfaction.

US

July 2022 - January 2023 | Walgreens, Grand Prairie, TX

- Performed opening and closing procedures, such as counting cash register, restocking, and cleaning.
- Provided efficient and courteous service to customers.
- Operated cash register and accurately processed payments, returns, and exchanges.
- Handled customer complaints and inquiries in a courteous and efficient manner.
- Counted and balanced cash drawer at the beginning and end of each shift.
- Used POS system to complete purchases for customers.
- Maintained inventory and store visual presentation to meet customer needs.
- Resolved and de-escalated issues to address customer concerns.
- Processed cash, check, and credit cards for customer purchases.
- Assisted with closing duties such as counting money and reconciling receipts.
- Arranged and restocked displays and merchandise racks to maintain store appearance.
- Utilized point of sale system to process payments and transactions.
- Verified that customers are of legal age to purchase restricted items.
- Kept work areas clean, organized and safe to promote efficiency and team safety.
- Arrived on time for shifts and adhered to company dress code guidelines.
- Handled customer complaints in a professional and courteous manner.
- Followed all safety and security procedures to reduce risks.

US
January 2020 - November 2022 | McQueen Foundation Fights
Hunger, Dallas, TX

- Cooked and served food to the homeless.
- Assisted with organizing supplies for an emergency shelter.

US
January 2019 - January 2022 | Oak Lawn UMC, Dallas, TX

- Fed the homeless.
- Assisted with a migrant shelter.

EDUCATION

Completed coursework towards GED
For Oak Cliff, TX

CERTIFICATIONS

- Registered Behavior Technician

REFERENCES

References available upon request