

Briana Hoskins

A Visionary Business Entrepreneur with over 8 years of experience in the cannabis industry, business operations, and photography, showcasing a strong proficiency in inventory management, customer service, and strategic brand development. Demonstrates a proven ability to elevate client visibility through innovative social media campaigns and public relations, leveraging excellent communication and problem-solving skills to foster enduring client relationships. Committed to driving success and exploring new opportunities for growth and innovation within dynamic industries.

Atlanta, US
708-739-6132
bh1641@gmail.com

Skills

Critical Thinking
Experienced

Sales
Experienced

Inventory Management
Experienced

Money Handling
Skillful

Customer Service
Expert

Problem Solving
Experienced

Communication
Experienced

Cannabis Production
Experienced

Quality Control
Experienced

POS Systems
Experienced

Team Collaboration
Experienced

Time Management
Experienced

Product Knowledge
Experienced

Technical Skills
Experienced

Employment history

(Self Employed) Photographer

Irene Monae Photography at Atlanta

May 2025 - Present

- Capture high-quality images for diverse clients, enhancing brand visibility and client satisfaction.
- Coordinate with clients to understand their vision, ensuring tailored and impactful photography.
- Utilize advanced editing software to refine images, achieving professional and polished results.
- Adapt to various lighting conditions, solving challenges to produce consistent and vibrant photos.
- Cultivated strong client relationships, enhancing customer satisfaction and driving repeat business through personalized photography experiences.
- Executed diverse photography projects, delivering high-quality images that consistently exceeded client expectations and boosted referrals.
- Introduced creative editing techniques, improving visual storytelling and leading to a noticeable increase in social media engagement.
- Managed scheduling and logistics for shoots, ensuring timely delivery of services while maintaining a high standard of professionalism.
- Collaborated with clients to understand their vision, resulting in tailored photography solutions that captured their unique stories.
- Executed diverse photography projects, producing high-quality images that consistently exceeded client expectations and boosted referrals.
- Coordinated with clients to grasp their vision, resulting in tailored photography solutions that captured their unique stories and strengthened client relationships.
- Analyzed client feedback to improve photography techniques, resulting in substantial improvements in customer satisfaction and repeat business.
- Software experience in Adobe Photoshop , Canva ,and Lightroom.
- Implemented unique editing techniques, enhancing visual storytelling and leading to marked gains in social media interactions.

- Led the development and execution of comprehensive logistics strategies, ensuring timely delivery of products/services while maintaining cost efficiency across all supply chain activities.
- Designed and implemented scalable operational workflows from ground up, including procurement, inventory management, transportation, and distribution processes.
- Managed end-to-end hiring processes, including recruiting, onboarding, and training of staff, building a high-performing team aligned with business goals.
- Negotiated contracts with vendors, carriers, and suppliers, securing favorable terms and establishing long-term strategic partnerships.
- Streamlined communication channels between departments, vendors, and clients to improve operational efficiency and resolve issues proactively.
- Coordinated logistics for large-scale projects, events, and product launches, ensuring all timelines and quality standards were met.
- Event Coordinator that developed comprehensive event plans, timelines, and budgets to ensure all aspects of the event were executed smoothly and met client expectations.
- Supported marketing efforts, including creating invitations, promotional materials, and social media campaigns to maximize event attendance.
- Managed budgets, forecasted expenses, and optimized resource allocation to support business growth objectives.
- Cultivated a culture of continuous improvement, implementing process improvements that will increase business growth.
- Fostered strong relationships with vendors and clients, streamlining communication and ensuring timely resolution of operational issues.

Celebrity Assistant

MYJ Industries at Las Vegas

Feb 2024 - Apr 2025

- Managed complex and demanding schedules for high-profile clients, coordinating appointments, meetings, and personal engagements with precision and efficiency, often juggling multiple priorities in fast-paced environments.
- Organized international travel arrangements, including flight bookings, accommodations, transportation, and zoom meeting ,ensuring seamless logistics for business trips and personal vacations.
- Developed and implemented brand strategies for clients, including social media campaigns, media appearances, and public relations activities, significantly enhancing their visibility and public image.
- Handled confidential information and sensitive communications with the utmost discretion, maintaining client trust and privacy at all times.
- Coordinated and managed high-profile events such as product launches, award ceremonies, and private parties, overseeing logistics, vendor negotiations, and on-site execution.
- Supported contract negotiations and managed administrative tasks related to endorsement deals, sponsorships, and endorsement contracts.
- Monitored media coverage and social media channels to track brand reputation and recommend strategic responses.
- Maintained a proactive approach to anticipate client needs, troubleshoot issues, and adapt quickly to changing priorities.
- Demonstrated exceptional time management and organizational skills, consistently meeting deadlines and delivering high-quality results in a high-pressure, dynamic environment.
- Assisted in developing and executing branding campaigns, increasing visibility and engagement across digital platforms.
- Managed daily schedules, correspondence, and personal affairs, ensuring smooth operations and client satisfaction.
- Supported event planning and logistics for high-profile appearances and public engagements.
- Fostered a proactive approach to conflict resolution, ensuring client priorities were met and commitments maintained.

Production Technician

Helios Labs at Chicago, IL

Nov 2023 - Aug 2024

- Ensure cannabis product quality and machine efficiency through meticulous inspections.
- Collaborate with team to boost production efficiency and meet market deadlines.
- Focus on harvest timing and handling to maintain high-quality cannabis produce.
- Process and trim flowers to uphold quality standards in cannabis products. Produce consistent THC oils for cartridges and disposables.

Dispensary Agent / Inventory

Curaleaf at Phoenix

Sep 2019 - Oct 2022

- Managed cannabis events, educating on effective medication methods and legal compliance.
- Registered new patients, explaining medical marijuana card regulations and benefits.
- Utilized inventory systems to fulfill customer orders and maintain stock accuracy.
- Proficient in Bio Track, MJ Freeway, AZDHS, and POS systems for efficient operations.
- Organized merchandise by size and color, enhancing store presentation and accessibility.

Education

Diploma

Thornridge High School at Chicago, IL