

Daisy Gomez

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Portfolio

EXPERIENCE

J.Crew- Rockefeller, NYC

2024-

Sales Associate

- Engaging with clients and providing effective customer service
- Adapting to client needs and adjusting to problems in a fast paced environment
- Upselling and interacting with clients to reach daily sales target
- Flexibility and handling different tasks while on the floor

Beats by Dre Extern

Summer 2024

Consumer Insights and Market Intelligence Extern- Remote

- Analyzing and understanding consumer impressions
- Creating and distributing surveys designed for consumer insights
- Analyze consumer data, identifying trends and patterns
- Summarize analysis in final presentation

Shop Repurpose- Soho, NYC

2023-2024

Marketing Intern

- Managing brand's social media across different platforms
- Making content such as video editing, graphics and email marketing
- Managing Content Calendar and scheduling posts on Later
- Working with Canva and Adobe Applications
- Working as a team to brainstorm and execute content

EDUCATION

Baruch College

Bachelors Degree in Digital Communications / Minor in New Media Arts

2025

GPA: 3.92 Dean List: '22-'23, '23-'24, '24-'25

Relevant Coursework Video Communication and Production, Public Relations, Contemporary Issues in Digital Media, Studies in Electronic Media, Fundamentals of Photographic

Secretary of Ecuadorian Club

Tracking attendance, Managing internal and external communication, Graphics and Marketing Aid, Organizing and leading club events

SKILLS & KNOWLEDGE

- **Adobe Suite:** Proficiency in Adobe Premiere, Photoshop, Animate, Lightroom
- **Editing:** Editing long and short form content
- **Analytics:** Attention to detail and providing consumer analysis
- **Teamwork:** Working in collaboration to get task done in fast and efficient manner
- **Knowledge** in Canva and Animation
- **Proficiency** in Microsoft Office and Google Suite