

Karolina Guillen

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PROFILE

EDUCATION

SUNY Cortland, Cortland, New York — Bachelor of Arts Degree in Communication with a concentration in Public Relations and Advertising, Minor in Management, 2017

EXPERIENCE

TUTOR, SUMMER ACADEMY FOR TUCKAHOE SCHOLARS, TUCKAHOE, NY JUN 2011 - AUGUST 2011

Besides assisting younger students with their classwork, I provided them with feedback using positive reinforcement techniques in order to encourage, motivate and build confidence. I successfully organized a tutoring environment in order to promote productivity and learning.

SALES ASSOCIATE, AMERICAN EAGLE OUTFITTERS, YONKERS, NY APRIL 2011 - AUGUST 2012

In English or Spanish, I greeted, recommended and helped locate and obtain merchandise based on the customer's desires and needs. I maintained knowledge of current sales and promotions, policies regarding payment and exchanges and security practices. I made sure to keep up to date with any of the company's prominent news.

BARTENDER, SIWANOY COUNTRY CLUB, BRONXVILLE, NY JUN 2013 - AUG 2014

My responsibilities consisted, not only, of stocking, cleaning and handling big events but also, socializing and entertaining the members.

INDEPENDENT SALES AGENT, ADCORP MEDIA GROUP, IRVINGTON, NY JUN 2015 - PRESENT

My tasks included prospecting an area for current advertisers, reaching out to those advertisers and informing them on the cost-effective benefits of our program, meeting with the business owners, and finally, successfully agreeing on a program that works for them and filling out their contracts.

RELATED EXPERIENCE

DIGITAL COMMUNICATIONS INTERN, CORTLAND AREA COMMUNITIES THAT CARE

Responsible for writing and publishing articles on their newly launched website meant to reach out to high schoolers in Cortland County. To provide information, advice and news that interest high school students. Holding tabling events at Cortland High School promoting the website.

SPEAK MAGAZINE

SGA representative, copy editor, and Vice President. Responsible for editing articles, updating the members of news and information from SGA meetings and tabling.

ADDITIONAL EXPERIENCE

THE CORTLAND RACE PROJECT

I passionately aided their social media accounts with interview videos, photos and content.