

Bianca Espitia

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EDUCATION

Kennesaw State University

Kennesaw, GA

Bachelor of Business Administration in Marketing

Certification Joel A. Katz Music & Entertainment Business Program

Dean's List

GPA: 3.44

Graduation Date: December 2021

WORK EXPERIENCE

Macy's Furniture

Kennesaw, GA March 2018 - Present

Sales Associate

- Organize the inventory pricing, knowledge about the brands the store carries.
- Research interior design trends to help serve the clients when making purchasing decisions. To help integrate pieces with what they already have, to keep or improve the aesthetic.
- Provide excellent customer service and building client relations
- Excellent communication skills providing service to customers in Spanish if required, along with basic French skills.
- Analyze problems the clients may be having and provide a solution to achieve the desired results
- Conduct personal sales analysis on how to improve the service to increase sales
- Influence customers to make purchases that will help improve their life

Owl Radio

Kennesaw, GA June 2019 - Present

Music Director/ Events Team/ Radio Show Host

- Prioritize scheduled events, then provide the music, conduct research on what the audience might be expecting, then provide playlists and live mixes using Serato DJ Pro on the mixer.
- Provide SMART planning on what needs to be accomplished, along with helping run events that fundraise Owl Radio
- Host a show every Friday Owl Radio called EDM hour. There I organize the content, music playlist, script, and research content for the news media portion.

Panera

Kennesaw, GA Sep 2017 - Jan 2018

Associate

- Memorized product lines to quickly prepare the customer orders and made suggestions
- Continually improved customer satisfaction through positive conflict resolution
- Management skills to work in a fast pace environment, time management was crucial
- Teamwork skills in a job with more than 10 employees per shift

Paniagua Auto Sales II

Dalton, GA June 2014 - July 2017

Customer Service

- Managed customer accounts, took payments, helped keep track of expenses, helping with the internal business accounting aspects.
- Provided excellent customer service, taking phone calls and answer call questions regarding inventory, financing, and the car dealership. Helped promote the brand in both the Spanish and English-speaking communities.

Organizations

Owl Radio (Radio Show Host, Events team, Music Director), French Club, Marketing Association.

Skills

Social Platforms, Word, Excel, Adobe Photoshop, Illustrator & InDesign, GarageBand, Serato DJ Pro, Bilingual, fluent in Spanish, Sales experience, public speaking, efficient communication skills.