

Zoe Pernell
(267) 207-0083
Zoepernell@gmail.com
Linkedin.com/zoepernell

EDUCATION

Georgia State University, J. Mack Robinson College of Business, Atlanta, GA

May 2024

Bachelor of Business Administration, Management, Finance

Major: Finance

Cumulative GPA: 3.3

Accomplishments: Dean's List: Fall 2023

Relevant Courses: Microeconomics, Macroeconomics, Accounting, Corporate Finance, and Legal Analysis

LEADERSHIP ACTIVITIES

- | | |
|-------------------------------------|---------------------|
| • Online business manager and owner | 2020-present |
| • Student Activities Director | 2018-2020 |
| • Study Group Organizer | 2021-2022 |

EXPERIENCE

Hard Rock International, Atlanta, GA

December 2022 – December 2024

Hostess

- work seamlessly with cohosts to properly distribute guests throughout the restaurant
- communicate with servers efficiently to ensure a smooth experience for customers.
- make suggestions based on the guests' preferences and show them where the bar, shop, and seating area are.
- Manage and track general overview of restaurant capacity and workflow
- Increase customer satisfaction through effective service

Victoria's Secret

November 2024-Present

Sales Associate

- Providing a positive shopping experience by greeting customers, answering questions, assisting with product selections. Offering personalized recommendations based on customer needs.
- Staying informed about the products, promotions, and new arrivals to effectively assist customers. This includes features, benefits, and fit of various lingerie, bras, and other items.
- Actively engaging with customers to meet sales goals, suggesting complementary products, and encouraging add-ons like bras, underwear, or beauty items to increase average purchase value.
- handling payments, and processing returns or exchanges in an accurate and efficient manner.
- Keeping the store clean and orderly, including tidying fitting rooms and ensuring that products are properly folded or hung.

The Piedmont Group

Financial Assistant

- Resolve customer complaints and communicate significant issues to management, contributing to a 30% increase in customer satisfaction metrics.
- Conduct research on products to provide informed recommendations to customers and effectively manage customer accounts, including opening and closing procedures.
- Deliver bookkeeping and accounting services, ensuring accurate financial documentation and reconciliation, which reduces discrepancies in financial records.

Quest Financial
March 2024 – Present
Administrative Assistant

- Managing appointments, meetings, and events, ensuring proper coordination and avoiding scheduling conflicts.
- Handling phone calls, emails, and correspondence, and directing inquiries to the appropriate individuals or departments.
- Preparing, organizing, and maintaining files, reports, and other important documents, ensuring easy retrieval and up-to-date records.
- Greeting visitors, answering queries, and helping as needed, offering a professional and welcoming atmosphere.
- Assisting with invoicing, budgeting, expense tracking, and processing payments when necessary.

Travel Agent Oct 2019 - Nov 2021

- Managed a high volume of travel arrangements, ensuring personalized customer service and efficient booking processes through mastery of online reservation systems.
- Developed tailored travel recommendations and itineraries based on clients' preferences, maintaining clear communication regarding security protocols for high-risk destinations.
- Cultivated a dedicated customer base by leveraging exceptional research skills to meet diverse travel budgets and by proactively engaging with clients about promotional offers and future travel opportunities.

Data Annotation Specialist (Remote)

- labeling, tagging, and categorizing data
- Removing irrelevant, incorrect, or incomplete data, and ensuring the data set is of high quality for training machine learning models.
- Providing feedback on how the annotation process could be improved and optimizing workflows to increase efficiency.
- attention to detail, an understanding of the project's requirements, and familiarity with concepts or tools for efficient annotation.

SKILLS

- Microsoft Office (proficient in Excel and Power Point)
- Licensed Insurer
- Social Development skills
- Data Entry
- Customer satisfaction
- POS experience
- Money Handling