

I'm a seasoned and tech-savvy administrative assistant (8+ years), currently seeking UX/UI, graphic design and social media management roles for purpose-driven organizations.

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## Relevant Experience

### Freelance Graphic and UX/UI Designer

Sasha Alexandra, LLC | January 2025 – Present

- Designed and launched websites for small businesses, integrating brand strategy, UX principles, and digital marketing best practices.
- Conducted client discovery sessions to define goals, user needs, and content hierarchy before touching a single screen.
- Delivered brand-consistent visual assets and social media graphics tailored to each client's audience and voice.

### Administrative Assistant and Medical Biller

Guaynabo Radiology and Medical Plaza | March 2023 – November 2024

- Maintained accurate and up-to-date digital and physical medical records.
- Coordinated imaging appointments (MRI, CT scans, X-rays), managing high-volume scheduling with minimal errors.
- Served as primary point of contact for patients by confirming appointments and providing pre-visit instructions such as verifying insurance coverage and referrals.
- Protected patient privacy by handling all sensitive information with discretion and HIPAA compliance.

### Virtual Assistant and Social Media Manager

Erin Newman Group, LLC | 2019 – 2022 (part-time role)

- Created and scheduled content, reviewed performance metrics, and optimized strategies to increase engagement and brand visibility.
- Managed email marketing campaigns, crafting newsletters and automated sequences to nurture leads and drive conversions.
- Designed, optimized, and promoted sales pages, aligning messaging with brand strategy to boost customer acquisition and sales.

### Administrative Assistant

Caribbean Tropic | 2014 – 2020

- Provided customer support, assisted with content creation, and maintained organized records, contributing to efficient business operations.

## Skills

- Time management
- Organizational skills
- Bilingual communication (Spanish and English)
- Customer service
- Email organization and newsletter marketing
- Digital marketing
- UX/UI principles
- Basic graphic design

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## Tech Stack

### Design:

Canva, Figma, Adobe XD, Miro, Relume

### Project Management:

Notion, Asana, Trello

### Website and Content Management:

WordPress (with Elementor), WIX, Squarespace, ShowIt

### Marketing:

Mailchimp, MailerLite

### Productivity and Documentation:

Google Workspace, Microsoft Office Suite

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## Certificates

### Designing Great Products and Services

Udemy Credential ID UC-3BADWN47

### Minimum Viable Product

Udemy Credential: ID UC-R916UC9L

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## Education

Bachelor's Degree in Business Administration

**Universidad del Sagrado Corazón**

3.5 GPA, Specialization in Entrepreneurship