



# ARACELI CRESPO

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## PROFILE SUMMARY

Hardworking and passionate job seeker with strong organizational skills eager to secure entry-level Marketing or Human Resources position. Ready to help team achieve company goals.

I'm a person with over 3 years of general experience in Marketing, Administrative and Customer Service fields which represents to client-focused service, social media management and content creation for social media.

Skilled professional with core strengths in leadership and goal alignment across teams.

I seek a position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

## PROFESSIONAL SKILL

Digital Content Management	Strong Organizational Skills	Data Entry Documentation
Content Scheduling	Team Leadership	Bilingual in Spanish (native) and English (C1)
Creative Solutions	Multimedia Pieces	Customer Service and Assistance

## WORK EXPERIENCE

### Freelancer at Content Creation

March, 2022 – Present

#### Freelance, Cbba- Bolivia

- Strengthened content through proofreading and editing.
- Develop original content through social listening and independent sources.
- Applied current editing and photography tools.
- Wrote content and uploaded it to beauty entrepreneurs' content management systems.
- Designed fliers to promote events and company updates.

### Administrative Assistant

September, 2021 – May, 2022

#### MALOGAN, Cbba- Bolivia

- Answered multi-line phone system, routing calls, delivering messages to staff and greeting visitors.
- Scheduled office meetings and client appointments for staff teams.
- Sorted and distributed office mail and recorded incoming shipments for corporate records.
- Monitored supervisor's work calendar and scheduled appointments, meetings and travel.
- Restocked supplies and placed purchase orders to maintain adequate stock levels.

### Customer Service Representative

February, 2020 – August, 2021

#### SparaTi, Cbba- Bolivia

- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Offered advice and assistance to customers, paying attention to special needs or wants.
- Responded to customer requests for products, services and company information.
- Collected customer feedback and made process changes to exceed customer satisfaction goals.

**Internship at Social Media & Content Management**  
**MAJICA– Consulting Integrated Services, Cbba– Bolivia**

**February, 2021 – June, 2021**

- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity.
  - Demonstrated respect, friendliness and willingness to help wherever needed.
  - Identified issues, analyzed information and provided solutions to problems.
  - Analyzed and reported social media and online marketing campaign results.
  - Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
  - Chose cover photography or artwork, selected fonts and arranged designs to attract target readership.
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**EDUCATION**

**Universidad Católica Boliviana "San Pablo"**  
BBA– Marketing Management

Cochabamba, BO  
March, 2022

**Universidad Católica Boliviana "San Pablo"**  
Graduate Diploma in Digital Marketing & Social Media

Cochabamba, BO  
January, 2023

**Universidad Privada Boliviana**  
Graduate Diploma in Human Resources Management

Cochabamba, BO  
July, 2023