

# Javier Reyes

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## Professional Summary

Motivated and detail-oriented Business Management student with a strong foundation in customer engagement, sales strategy, and communication. Fluent in English and Spanish, with proven experience in building customer relationships, promoting sales, and coordinating team efforts. Seeking to contribute analytical thinking and creative marketing insight to a dynamic marketing team.

## Education

**Bachelor of Business Management — University of Nevada, Reno**

Expected Graduation: June 2029

**Advanced Diploma — Procter R. Hug High School**

Graduated: 2025

## Experience

**Mariscos de Juan — León, Guanajuato, Mexico**

Cashier & Customer Experience Associate | June 2024 – July 2024

- Strengthened customer engagement through clear, friendly communication and product knowledge.
- Ensured accurate transaction management while maintaining high customer satisfaction.
- Assisted 40+ customers during peak hours, resolving issues efficiently to maintain a positive brand image.

**Chino's Mariscos — San Francisco del Rincón, Guanajuato**

Waiter & Sales Promoter | June 2023 – August 2023

- Used persuasive communication and upselling strategies to increase weekly promotional sales by 8%, demonstrating understanding of consumer behavior and sales psychology.
- Handled cash and card payments with precision while maintaining a professional presence.
- Coordinated with kitchen and service teams to deliver timely, consistent service, enhancing overall customer retention.
- Developed multitasking and brand representation skills, key traits for marketing and customer relations.

## Volunteer Experience

### **Our Lady of Guadalupe Catholic Church — Sun Valley, Reno, NV**

Team Lead, Community Service Event | February 2023

- Managed volunteer teams of different age groups to achieve daily work quotas.
- Practiced leadership, organization, and team motivation—skills essential for marketing coordination and event promotion.

## Skills

- Bilingual (English & Spanish): Nevada State Seal of Biliteracy (Feb 2023)
- Customer Relationship Management (CRM): Building rapport and handling feedback effectively
- Sales & Promotion: Experience upselling and promoting special offers
- Team Collaboration: Working efficiently across service and operations teams
- Communication & Presentation: Confident public speaker and active listener
- Adaptability: Able to manage fast-paced, high-pressure environments