

MELISSA HERNANDEZ

5444B ALTOONA ST, SARASOTA, FL 34232
786-355-4657 • SPHINXDESIGNZ@GMAIL.COM



SUMMARY OF QUALIFICATIONS & SKILLS

Proficient in Adobe Photoshop, Microsoft Office Suite and the PC platform
Familiar with POS, PowerPoint, Illustrator, In Design, QuickBooks, and MAC platforms
Extensive experience with customer support services
Skilled at learning new concepts while meeting deadlines
Ability to multitask, prioritize jobs, and work independently
Ability to manage a multi-line phone system
Types at 60 W.P.M.
Excellent attention to detail and troubleshooting
Bilingual and fluent in speaking Spanish
Licensed as a Notary Public

EDUCATION

Fashion Focus Hair Academy – Cosmetology - *Dec. 2012 - May 2013*
Art Institute of Ft. Lauderdale - Media Arts & Animation – *2005 - 2009*
G. Holmes Braddock Sr. High School - High School Diploma – *graduated in 2005*

WORK EXPERIENCE:

Sho Marketing Incorporated (and subsidiaries Stellar Entertainment Group, Inc., Four Futures Group's Downtown Living, Inc., and Gold Star Leasing Corporation) - Sarasota, FL
Office Manager, Event Coordinator, Media & Design, Personal Assistant, and Property Manager
Jan 2016 – Present, Nov 2013 - June 2014

Stellar Entertainment Group Inc.:

- Designed promotional material that ran for over 100 shows per year
- Conducted marketing and advertising campaigns on TV, radio, and newspapers with the appointed budget
- Design, order, proof, and distribute company uniforms, ephemera, novelties, and souvenirs for all entertainment shows each year
- Updating website to meet show deadlines
- Establishing employee structure and workflow in all departments of the office
- Processing weekly payroll including direct deposit and employee account set up
- Acquiring all necessary permits for performances in over 200 cities per year
- Ensure all insurance and licensing is up to date and disclosed to all performance venues
- Issuing payments and balancing bank accounts in a timely manner
- Collecting payments on contracts and booking venues for lay overs
- Ordering furniture and amenities for each show venue
- Posting and tracking all ticket sales
- Issue and track freight and package shipments
- Acquiring new and updating all animal health and USDA certificates

Property Manager for Four Futures Group/Downtown Living Inc. (Realty):

- Order maintenance and track service done to over 7 multi-unit properties
- Point of contact for tenants for property showings, applications, billing issues, and inspections

Gold Star Leasing Corp:

- Manage business operations of semi-truck leasing company, including negotiating violations, collecting payment, and obtaining titles and insurance for trucks

Sphinx Designz / Strangely Artistic - Freelance Graphic Design

Jan 2005 - Present

- Create graphic material for promotion of freelance business to be represented at trade shows
- Logo, Flyer, Brochure, Poster, Door Hanger, CD cover, and other designs
- Photo manipulation, photo restoration and retouch

Lauren Galleries – Sarasota, FL

Mat Department, Enhancements, Production

July 2014 – Jan 2016

- Commercial production of matting and display features for art
- Performed art enhancements including paint, crystals, chalk, metal leaf, string gel, and more
- Color matching and quality control
- Use press to dry mount prints and artwork to foam or mat board
- Picture design including mats, frame molding, sizes, etc.
- Prepare finished products for shipping

A Family Pet Center – Sarasota, FL

Animal Care, Reptile Specialist

Feb 2013 - Oct 2013

- Routinely performed customer service and retail-related tasks
- In charge of opening and closing register daily and maintaining cash counts
- Entering items into the computer POS system
- Daily animal care for reptiles, birds, small animals, and other exotic animals
- Administering animal prescribed medications and treatment
- Filled in for managers as needed

EC Ruff Marine – Ft. Lauderdale, FL

Advertising and Graphics

Apr 2010 - Aug 2010

- Update and maintain database for shipping
- Designing promotional and advertising material
- Routine office tasks including mail sorting, distribution, faxing, making copies, and filing
- Checking graphic file specifications to ensure website and print compatibility

Global Wellness – Ft. Lauderdale, FL

Graphic Design and Customer Service Assistant

Oct 2009 - Apr 2010

- Designing promotional material, managing sales, and placing orders
- Tracking packages and addressing shipping issues
- General office tasks and organization

Rush Flyers Printing – Ft. Lauderdale, FL

Customer Service, Production, Graphic Design

Mar 2008 - Mar 2009

- Ensuring files met printing specifications and Assisted in creating print runs
- Making design corrections for clients and adjusting billing for jobs as necessary
- Initiating PO's, updating and maintaining them in Quickbooks
- Tracking packages and addressing any shipping issues