

Cecelia Barnett

Phoenix, AZ • +1 (602) 849-3808 • [Linkedin](#) • [Marketing Portfolio](#)

EXPERIENCE

Barista

[Starbucks Coffee Company](#) | Phoenix, AZ

October 2023 - Present

- Contributed to reducing onboarding time by 25%.
- Achieved a resolution rate of 92% through comprehension proficiency by providing effective solutions and leading to reduced escalations.
- Crafted over 100 specialty coffee beverages daily following strict company recipes.
- Stocked and rotated inventory to ensure 100% product availability during peak business hours

Public Relations and Marketing Intern

[WeVidIt Media](#) | New York, NY (Remote)

August 2022 - October 2023

- Managed all social media accounts (Pinterest, Facebook, Instagram), created on-brand content and copy, driving a 25% growth in interaction rates.
- Conducted media and market research and outreach, while painting brand voice when writing pitches, press releases, and official statements.

Guest Relations Specialist

[Children's Museum of Tucson](#) | Tucson, AZ

August 2022 - July 2023

- Employed strategies that led to a remarkable 15% increase in monthly membership sales revenue.
- Designed a new hands-on learning curriculum that catered to age groups ranging from 3 to 14, created to improve comprehension and engagement.
- Documented customer feedback and exhibit suggestions in the museum system for company wide use.

Front Desk Attendant

[LA Fitness](#) | Phoenix, AZ

January 2022- June 2022

- Managed daily front desk operations, checking in 300+ members daily.
- Processed membership accounts and resolved billing inquiries.

Sales Associate

[Designer Shoe Warehouse](#) | Avondale, AZ

August 2018 - January 2022

- Increased average order value by 10% by successfully cross-selling supplementary products to over 60 customers a week.
- Organized racks and shelves to maintain store visual appeal, engage customers and promote specific merchandise.

Volunteer

Camp Intern | [Hattie B. BWIP](#) | AZ

- Supervised and mentored groups of 15+ children aged 8-12 daily, while directing recreation programs over a week.

Social Media Manager | [TWN](#) | Tucson, AZ

- Created and designed engaging social media content across Instagram and driving a 250+ follower increase.

EDUCATION

University of Arizona — B.A. in Communication, minor in Public Relations

SKILLS

Tools: Figma, Google Suite, CapCut, Canva, WordPress, Hootsuite, SEMrush

Skills: Social Media Management, Communication, Copywriting, Adaptability, Collaboration