

# PAULA SOTO

## CONTACT

 Saint Augustine, FL 32084

 951-428-9529

 PSOTO7888@gmail.com

## SKILLS

- Documentation and recordkeeping
- Video Production
- Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver)
- Graphic and Media Design
- Adobe Premiere
- Creative Coordinating
- Website design
- Adobe After Effects
- Project management
- Photography
- Microsoft Office expertise
- Advertising
- Event Planning
- Social media marketing
- Sales Expertise
- Assisting Clients
- Customer Satisfaction

## LANGUAGES

Spanish

Native or Bilingual

Outgoing sales professional with extensive customer service and sales experience and a track record of driving increased revenue and elevating company profile with content creation.

## WORK HISTORY

January 2020 - Current

**Sales Associate** *Sea Spirits Gallery & Gifts*

- Boosted brand engagement by creating compelling social media posts and campaigns weekly.
- Kept inventory on websites up-to-date
- Prioritized and organized tasks to efficiently accomplish service goals.

July 2011 - August 2014

**Sales Assistant** *Tess' Antiques*

- Enhanced customer satisfaction with personalized product recommendations based on their needs and preferences.
- Increased sales by building strong customer relationships and providing excellent service.

## EDUCATION

December 2023

**Bachelor of Arts Digital Communications and Media, Sociology**  
**Flagler College**, Saint Augustine, FL

- Phi Alpha Omega Member (2019-Current)
- Elected and Acted Historian of Phi Alpha Omega (2021-2022)
- Study Abroad: London, University of the Arts London, London College of Fashion
- Production Team for Strike Magazine

May 2019

**Diploma**

**Murrieta Mesa High School**, Murrieta, CA

- Orchestra 2nd Chair Violinist (4 years)
- Special Education Teacher Assistant (3 years)