

YAHAYRA ARGUETA

MARKETER | AUTHOR | EVENT COORDINATOR

CONTACT

ADDRESS

PHONE

EMAIL

LINKEDIN

PROFESSIONAL EXPERIENCE

FIG FACTOR MEDIA

PUBLISHER

REMOTE / IN-PERSON

AUGUST 2021 - PRESENT

EVENT COORDINATOR

In charge of supervising specific duties during the event preparation process. I'm responsible for outlining the scope of the event, including time, date, location, and keep everything within the budgeted amount. I remain calm under pressure without losing a customer-service-oriented attitude. I communicate and negotiate with other vendors to collaborate, sponsor, and host events.

- Problem Solve potential problems that may arise before and during the event.
- Organize details such as seating, time frames, number of guests, and presentation.
- Collaborate with other organizations to cross sponsor and seek sponsorships.
- Collect and create financial reports
- Collaborate with Fig Factors Media's marketing team, graphic design team, sales, and communication's team to bring the project
- Assist with the virtual book launches.
- Review and approve contracts
- Create and implement event/meeting themes and concepts.
- Organize set-up, tear-down, and clean-up operations.

SIMON PROPERTY GROUP

CHICAGO PREMIUM OUTLETS

AURORA, ILLINOIS

MARCH 2021 - PRESENT

ASST. DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT

Responsible for the development, and the implementation of Chicago Premium Outlets' overall revenue generation strategy and strategic marketing direction. Through positioning mall assets, media assets, and mall programming in order to identify, develop, and sell income opportunities.

PROFESSIONAL EXPERIENCE

- Coordinate tenant and partner meetings.
- I construct a media contact list and build a network with the media, businesses, and community.
- Report the center's sales and traffic trends and reports.
- Help in the development of ongoing relationships with partners and sponsors to future growth potential.
- Responsible for contracting, deal entry, performance check, payment collecting, contract renewal, income forecasting, and reporting approvals for sponsorship/event deals.
- Review Marketing financials, budgets, and various reports.
- Work along with the leasing representative to generate sales and market-related information.
- I provide necessary marketing information and assistance to our retailers.
- Implement creative marketing strategies/campaigns to all social media accounts Facebook, Instagram, and Twitter.
- Organize local events to generate foot traffic, sales to our retailers, and brand awareness.
- I participate in manager-on-duty rotation as needed uphold other relevant management responsibilities as well.
- Initiated and currently working on the First Ever Day of the Dead event in Chicago Premium Outlets. A Mexican Latin celebration that shares the importance of family and connecting generations from the past, present, and future together.

DAN WOLF AUTOMOTIVE GROUP LEXUS, TOYOTA, AND CHEVROLET OF NAPERVILLE NAPERVILLE, ILLINOIS 2015 - 2020

SOCIAL MEDIA / EVENT COORDINATOR, **MAY / 2019 - OCT / 2020**

SOCIAL MEDIA / EVENT COORDINATOR ASSISTANT, **AUG / 2018 - FEB / 2019**

AUTOMOTIVE ACCESSORY & DELIVERY COORDINATOR, **DEC / 2016 - MAY / 2019**

RECEPTIONIST, **APR / 2015 - DEC / 2016**

Developed a creative and executed a strong online and community presence for the Dan Wolf Automotive Group and its three brands. Additionally I was accountable for generating new sales and growing existing customer bases through account management.

- Monitored and Implemented creative marketing strategies / campaigns to all social media accounts Facebook, Instagram, Twitter, and Tik Tok. Constantly tracking traffic activity, budgets, and inventory.
- Increased community engagement via community events and sponsored events around the area.
- Organized radio spot commercials, promotional merchandise, and budgets to increase brand awareness.
- Created promotional activities for each brand for promotional awareness. Events for sales, service, and the parts departments. I focused on what needed to move on the floor to drive those sales.
- Made the 10 Semifinalists in the Women Driving Auto Retail Video Contest for the NADA (National Automobile Dealers Association) (2020)

PROFESSIONAL EXPERIENCE

- Met and exceed monthly and yearly sales goals more than XX %. Had day to day communication with sales and service team to ensure the best customer experience for our customers.
- Communicated and brought in more Hispanic Traffic.
- Exceeded Organic reach by 90% from May 2019 to October 2020.

Dollars for Scholars

Miss Fiestas Patrias Aurora Pageant

AURORA, ILLINOIS

2015 - 2019

MARKETING COORDINATOR

Responsible for organizing and creating promotional events for the pageant. I had a strong community and online presence in order to get contestants from the city of AURORA to sign up for the pageant. As well grow strong connections with many businesses from AURORA and its surrounding cities for program and scholarship sponsorships

- Managed all the Social Media Accounts Facebook, Instagram, and LinkedIn. Creating and posting informative content about our Scholarship Pageant and our Hispanic Culture. Engaging image, video content, and Text.
- Lead efforts to getting more of the Aurora High Schools involved in participating in this program.
- Increased and made Connections with other Businesses to exchange business to bring program awareness and sponsorships.
- Developed sponsorships and innovative program books.

TALBOTS

AURORA, ILLINOIS

JULY 2014 - DECEMBER 2016

SALES ASSOCIATE

Provided the best customer service for all our clients by helping them in the form of sales, exchanges, returns and making sure all their questions were answered.

- Restocking and merchandising our product.
- Helping customers open new credit card accounts to increase store revenue.
- Upselling of various items to meet and exceed sales goals

CHICO'S FAS

AURORA, ILLINOIS

MAY 2012 - MAY 2014

SUPERVISOR / SECOND ASSISTANT, **2013 - 2014**

PROFESSIONAL EXPERIENCE

SALES ASSOCIATE. **2012 - 2013**

Provided the best customer experience for all our customers, sales for the store, and managed the sales floor.

- Opening and closing daily operations
- Merchandising and re-stocking
- Completed re-organization of the store and floor sets
- Helping customers find items they were looking for and adding on to increase profits.
- Supervising sales floor

SKILLS

- | | | |
|------------------------|--------------------|--------------------|
| • BILINGUAL | • CREATIVE | • RETAIL / MEDIA |
| • CRM / DATABASE | • CRITICAL THINKER | INDUSTRY |
| • COMPUTER SKILLS | • TEAMWORK | KNOWLEDGE |
| • SALES | • PROBLEM SOLVER | • BRANDING |
| • VERBAL AND WRITTING | • ORGANIZED | • NEGOTIATION |
| COMMUNICATION SKILLS | • EVENT PLANNING | • RESULT DRIVEN |
| • MARKETING | • TIME MANAGED | • SEO |
| • SOCIAL MEDIA | • CUSTOMER SERVICE | • BUDGETING |
| • STRATEGIC MANAGEMENT | • COLLABORATION | • SPONSORSHIP |
| • NETWORKING | • HOOTSUITE | • GOOGLE ANALYTICS |

AWARDS & CERTIFICATIONS

- KOHL'S MARKETING CHALLENGE, **3RD PLACE (2016)**
- Co-Author of the Today's Inspired Young Latina **(2019)**
- Google Analytics Certification **(2019)**
- 10 Semifinalists in the Women Driving Auto Retail Video Contest for the NADA (National Automobile Dealers Association) **(2020)**
- Strategic Leadership Badge from Aurora University **(2020)**
- Emerging Young Latina Award from Latinas Voice **(2021)**
- Most Vibrant Back-to-School Marketing Activation Top 10 from Simon Property Group **(2021)**

EDUCATION

- **MASTERS IN BUSINESS ADMINISTRATION**, AURORA UNIVERSITY, DUNHAM SCHOOL OF BUSINESS, **AUGUST 2019 - DECEMBER 2020**
- **BSA IN MARKETING**, AURORA UNIVERSITY, DUNHAM SCHOOL OF BUSINESS, **AUGUST 2016 - MAY 2019**