

# Danae Echeverria

Coquitlam, BC | 778-861-2597 | danaee6720@gmail.com

## EDUCATION

**University of British Columbia**

**Vancouver, BC**

*Bachelor of Arts, English Literature*

*Graduation date: April 2023*

*Relevant Skills: Technical Writing, Media Studies, English Grammar and Usage, Language and Communication*

## WORK EXPERIENCE

**C Market Coffee**

**Vancouver**

*Store Manager*

*Aug 2017 - Present*

- Served to large volumes of customers at a time while accommodating with the highest level of customer service
- Developed efficiency-enhancing workflow and operation improvements that made it possible to accommodate increasing customers
- Produced high-quality work consistently by servicing above the call of duty, rising from the rank of barista to an executive staff in 2 years
- Spearheaded training program strategies by developing step-by-step policies to maximize employee consistency
- Fostered professional relationships with local food bloggers by facilitating their in house experience, resulting in over 20 features in popular foodie blogs and Instagram pages

**C Market Coffee**

**Vancouver**

*Digital Marketing Coordinator*

*Jan-Dec 2021*

- Initiated a series of marketing campaigns including email, print, and social media
- Designed concept and content for weekly posts on Instagram and Facebook to promote products and events using programs such as Adobe Illustrator, Photoshop, and Procreate
- Negotiated, and secured new relationships with local organizations to increase our partnership, exposing the café to a broader audience by reaching out to over 150 companies
- Researched and developed marketing strategies, Google Analytics, and Search Engine Optimization for online properties
- Created website and promotional content by using Canva and collaborating with a photographer, and leveraged strong written communication skills through writing website all necessary website content

## SKILLS & INTERESTS

**Skills:** Microsoft Office (Excel, Powerpoint) | Google Analytics | Hubspot | Canva | Figma | Google Suite | SEO | Adobe Creative Suite | Copywriting

**Interests:** Photography, Snowboarding, Reading, Chess, Film, Music, Soccer