



c. 717-747-4844

reachme@pattyherrera.com

Skills

Native Spanish speaker
Teaching & Training
Mentoring
Marketing
Social Media
Multi-media
Computer systems
Mobile devices
Microsoft: Excel, Word, Powerpoint
Apple: Pages, Numbers, Keynote
Technology
Web/Graphic Design: Adobe Photoshop, Dreamweaver, Illustrator
Communication
Leadership & Personal Growth/Development
Education
Health & Physical Training

Objective

To bring value to an organization and its members through hard work and discipline, while working in a challenging, rewarding, and productive environment.

Experience

**Business Administrator, Director of Development, Director of Admission & Spanish Teacher; Montessori Seeds of Education, Merchantville, NJ
2014 - present**

- Human Resource Manager
- Purchasing Manager
- Marketing Director
- Implement and manage fundraising initiatives
- Classroom assistant
- Technology Specialist
- Purchasing Manager
- Conduct tours and observations with prospective families and manage admissions process
- Facilitate implementation as well as continued and sustainable growth of all academic and extracurricular programs offered at MSOE
- Manage the website and social media
- Teach Spanish to all students
- Board Member

**Undergraduate Professor; Calvary Chapel University, online
2015 - present**

- Teach undergraduate online courses through CCU.

**Private School Teacher; Calvary Christian School, Old Bridge, NJ
2012 - 2015**

- Teach High school Spanish
- Teach other high school electives including Photoshop/photography, journalism, marketing, real estate
- Help with school technology issues
- Help with marketing and graphic design/branding and social media

**Executive Assistant to the President, Marketing Director and Fashion Designer; Nova Fashions USA, Princeton, NJ
2011-2012**

- Implement technology to improve business and communications with manufacturer in Bangkok
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- Process payments, invoice clients, HR
- Create promotional materials for the company
- Manage data – client measurements and info
- Schedule appointments for Mr. Singh (master tailor) and manage his calendar
- Manage the company website
- Customer service and fashion consultation

Director of Marketing & Executive Assistant to the President; VIE Partners, Inc - Wall, NJ

2010 - 2011

- Troubleshoot computer issues.
- Train staff on how to use office programs including Acrobat, Excel and Outlook
- Create business tools for more efficient workflow (i.e. - project managing spreadsheet)
- Produce marketing pieces including banners, brochures, flyers (including copywriting)
- Designed and built their website.
- Setup Social Media
- Setup Email marketing (Infusionsoft)
- Create videos and online presentations for marketing and training purposes

Business Manager & Director of Development; Montessori Academy of Delran, NJ - 2005 - 2006; 2008 - 2010

- Primary Classroom Assistant (Full Immersion Spanish Speaker)
- Spanish Translator
- IT Manager - Install software and troubleshoot computer, projector and Rosetta Stone server issues
- Teach all faculty and staff how to utilize the technology that is available to them
- Accounts Payable/Receivable
- Tuition Management
- Supplemental Program Management (piano, guitar, yoga)
- Managed Marketing and Branding of the School
- Payroll
- Website Manager
- Parent Association Liaison
- Human Resource Manager

Assistant Manager; Fedex Office - Raritan, NJ

2007-2008

- Training, mentoring and coaching team members on all center equipment (all copiers, banner printers, folding and binding machines, misc equipment) as well as preflighting files.
 - Consultative Order Taking
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- Sales and Revenue Tracking
- Production Manager and Quality Check
- Customer Service
- Dailies & Center Key-holder
- Standard Operating Procedures Management
- Purchasing Manager
- Outsourcing Manager
- Shipment Processing

Education

Kean University - Union, NJ — B.A. English, 2002

- B.A., English
- Graduated Magna Cum Laude.
- Full Academic Scholarship

Calvary Chapel University 2012-2015

- M.Ed. Private School Administration

Skills

Teaching & Training, Mentoring, Marketing, Social Media, Multi-media, Computers systems and mobile devices (Microsoft: Excel, Word, Powerpoint, Apple: Pages, Numbers, Keynote), technology, Web/Graphic Design (Adobe Photoshop, Dreamweaver, Illustrator), Communication, Leadership & Personal Growth/Development, Education, Health & Physical Training, Native Spanish speaker
