

CYRENA GUYOT

PUBLIC RELATIONS

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WORK EXPERIENCE

Retail Sales Supervisor | Rip Curl

June 2024 - Present

- Process transactions accurately and efficiently using the D365 (POS) system
- Collaborate with team members to achieve sales objectives and enhance overall customer experience
- Meet and exceed monthly sales targets and goals

Corporate Marketing Communications Intern | Clean Energy Fuels

June 2023 - September 2023

- Created graphic designs such as invitations, sales promotions, banners, t-shirt designs, and general templates
- Planned the annual corporate event, including contacting vendors, coordinating event details, and creating graphics
- Presented monthly event planning strategies to the Director of Corporate Marketing Communications
- Shadowed Director of Corporate Marketing Communications

Public Relations & Advertising Manager | The Chakra Shack

November 2021 - Present

- Responsible for creating, publishing, and distributing newsletters, news releases, and media advisories
- Developed and implemented strategies to increase sales and meet revenue targets
- Managed social media content and output
- Planned in-store events and graphic designing event flyers

Store Manager & Marketing Specialist | The Chakra Shack

May 2020 - September 2022

- Oversaw all aspects of store operations, including inventory management, staff scheduling, customer service, and booking appointments
- Contacted vendors, organized B2B sales, and inputted purchase orders
- Curated and designed in-store displays

EDUCATION

B.S. Journalism, Public Relations

California Polytechnic State University, San Luis Obispo

2022 - 2024

SKILLS

- Public Relations
- Internal Communications
- Media Relations
- Social Media
- Content Creation
- Strategic Planning
- Graphic and Web Design
- Video and Audio Production
- Broadcast & News Journalism
- HTML and CSS

PRODUCTIVITY PLATFORMS

- Square
- Canva
- WordPress
- Muck Rack
- Adobe Photoshop, Illustrator, InDesign, Premiere Pro
- Microsoft Suite
- Google Workspace
- Instagram, YouTube, TikTok