

DAYNA LAUREN CABRERA

Digital Products
Manager, Marketing

PERSONAL PROFILE

Positive and intrinsically motivated Digital Marketer with expertise in Social Media, UI/UX Development and Design; Sales, and Team Development.

Seasoned in the Beauty and Tech Industry.

ACHIEVEMENTS

- Drove Pinterest growth to 200k + visits.
- Led the daily functions of a \$1M+ producing MAC store location.

GET IN TOUCH

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Address: Sacramento, CA

Relocation Open!

WORK HISTORY

Social Media Manager | Pro Makeup Artist

Estée Lauder, MAC Cosmetics

2014– Present

Third Key Manager (May 2019– November 2019)

Social Media Manager (December 2015– January 2017)

Product Specialist (January 2016– November 2016)

Sales Executive and Pro Makeup Artist (November 2014– Present)

Social Media Management:

Increased clientele turnout for Industry events, gross \$100k+ revenue by implementing new Instagram marketing strategy. Instagram experienced +58% in followers + consistently maintained engagement rate during tenure.

- Responsible for community management, addressing all messages, comments, tagged photos, mentions, etc and acting as voice of the pro MAC Store San Francisco location.
- Researched, planned and proposed tactics and strategy based on KPIs.
- Wrote/revised social copy and scripting for social assets (i.e. crafting Instagram Stories, short video assets, pulling GIFs, etc.) to ensure brand consistency.
- Monitored and assessed social media dashboards and reports to identify and address points for improvement.
- Development and maintenance of the social media calendar, updating based on monthly focus, campaign needs, brand goals, and trends.
- Qualitative and quantitative social performance analysis for weekly CM reports and campaign wrap reports with senior management.

Product, Sales and Management Experience:

Responsible for leading in the daily functions of a \$1M+ producing office (Palladio at Folsom, CA). Successfully led in store's product sell-thru turnaround— bottom ranking to #1 regionally, in numerous collection launches.

- Driving team sales, inventory focus, ensuring 'best in class' execution of brand training client acquisition strategy.
- Continuously surpasses service/sales objectives contributing to the success of the store and Estee Lauder company.
- Surpassing service/sales objectives—Top Producer in store's Productivity YTD: Personal +3% vs. Store -19%.
- Responsible for succession planning and training newly-hired staff. Trained staff outperformed most stores, continuously borrowed out to other establishments. Continuously ranked 'best' team manager.

Full Stack Web Developer

Hattori Hanzo Shears Nov. 2020 - March 2021

- Developed a searchable front-end table in React.js that retrieved data from a database. Features include multiple search criteria, sorting by column, and exporting to a .csv.
- Re-designed, programmed, and presented a modern version of an internal software application for company sales representatives. Improved application to be 2x faster than previous version in ColdFusion language.
- Developed and replaced our internal client web application using React, CSS/SCSS, Node.js, Knex, and MSSQL.
- Developed a responsive web application for mobile and desktop view, by utilizing both Media Queries and Conditional Rendering.
- Collaborated with UI/UX designer and Internal users to develop an optimized web layout.

Social Media Content Review Analyst

Facebook

Dec. 2017 - Nov. 2018

- Gathered, analyzed and utilized relevant data to develop ways to improve the overall Facebook user experience on the site.
- Used market-specific knowledge, signals and insights to spot and scope scalable solutions to improve the support of our community of users.
- Identified trends and patterns, and escalated issues outside the company policy to the global team. Enforced Client's Terms of Use by carefully monitoring reports of abuse on the site.
- Responded to user inquiries with high quality, speed, empathy and accuracy.
- Role elevated to focus on more complex account reviews. Met and exceeded all quotas throughout tenure; averaged more than 98% accuracy of performance and quality. Maintained in-depth knowledge on Facebook products, community standards, policies and terms of service and provided feedback regarding new processes. Contracted through BC Forward.

Administrative Assistant

Valley Bible Church

March 2013 – Jan. 2014

CONSULTANCY

Digital & Editorial Strategist

Kayla Chew Enterprise | Photography, Illustrations & Design Studio

2020 - Present

- Mastering overall brand voice, and the subtle differences in tone across all channels including Pinterest, Instagram and Facebook.
- Responsible for driving drastic increase in Pinterest growth to 360k + visits. Advised on Pinterest strategy for this clients growth based on target audience (mothers).
- Advising on copyright protection strategy. Current focus on audience building and IRL photography studio until copyright process concludes. Following will focus on revenue growth strategy using clients Social Media.
- Driving targeted on brand traffic to web pages therefore increasing client review from \$0 to \$6k monthly.
- Front-end Landing page development included adjusting current landing page aesthetic and user navigation.
- Creating graphics and layouts that are visually appealing and on-brand.

Digital Content Strategist

Benitos Tacos Restaurant

2020 - Present

- Website design, social media strategy and digital content creation.
- Cultivating content marketing strategies targeted at driving traffic and building brand awareness.

ACADEMIC BACKGROUND

San Jose State University

Graduated 2015

Bachelors of Arts, Communication Studies — Business

UC Davis Continuing and Professional Education

Graduated 2019

- Certificate, Full Stack Web Development (MERN)

SKILLS

Canva, VSCO, Adobe Lightroom, Asana, Planoly, MS Office, Instagram Analytics, Instagram Business Suite, Creator Studio, Later, Planoly, Canva, Google AnalyticOracle Retail Xstore POS, ShopperTrak, HTML5, CSS3, JavaScript, jQuery, Bootstrap, Materialize, Express.js, React.js, Node.js, MongoDB, MySQL, Command Line, Git, Jira, ZenDesk