# Natalia Herrera

*Customer-Focused Professional*

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## Summary

Customer-focused professional with over 7 years of experience in retail operations and hospitality management. Skilled in day-to-day administrative support, staff scheduling, and maintaining high standards of customer service. Seeking to transition into a structured office environment where organizational abilities and attention to detail can support team efficiency. Recent experience includes coordinating front-of-house operations in fast-paced service environments. While not formally trained in architecture or design, confident in multitasking and managing workflow under pressure.

## Experience

### Front Desk Supervisor at El Paso Grand Hotel

01 Apr 2021 – Present

Manage front desk operations for a 120-room hotel, overseeing check-ins, reservations, and guest inquiries. Train new front desk staff on customer service protocols and reservation software (Opera PMS). Coordinate with housekeeping and maintenance teams to ensure timely room turnover. Handle guest complaints and service issues, maintaining a 90% satisfaction rating in internal surveys. Supervise a team of 4 front desk associates during peak shifts (limited formal leadership responsibilities).

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### Assistant Store Manager at StyleLoft Apparel

01 Jun 2018 – 01 Feb 2021

Assisted in daily operations of a mid-sized women’s clothing boutique. Responsible for staff scheduling, inventory audits, and visual merchandising. Oversaw cash reconciliation and weekly sales reporting using Shopify POS. Led seasonal sales events, contributing to a 15% increase in Q4 revenue in 2019. Implemented minor improvements to dressing room layout to improve customer flow.

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* Implemented minor improvements to dressing room layout to improve customer flow.

### Sales Associate at Desert Market Grocery

01 Jan 2016 – 01 May 2018

Provided customer support and operated cash registers in a high-traffic grocery environment. Managed inventory restocking and organized promotional displays. Assisted in training 3 new part-time employees. Recognized as “Employee of the Month” twice for consistent attendance and positive feedback.

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## Education & Training

### Associate of Arts, Business Administration

Dona Ana Community College

– 2015

## Skills

Microsoft Office Suite, Inventory Management, Time Tracking & Scheduling, Customer Service & Client Relations, Cash Handling & Point-of-Sale Systems, Event Coordination, Conflict Resolution, Team Collaboration, Data Entry, Social Media Posting, Basic Graphic Design, Report Drafting, Email Communication, Problem-Solving, Active Listening

## Languages

### English | – Present

Fluent

### Spanish | – Present

Conversational

## Certifications & Credentials

### Certificate in Customer Service Excellence | 2020

LinkedIn Learning

## Awards

### Employee of the Month | – Present

Desert Market Grocery

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## Projects

### Digital Log System for Maintenance Requests | – Present

Increased front desk efficiency at El Paso Grand Hotel by introducing a digital log system for maintenance requests, reducing response time by approximately 20 minutes.

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### Holiday Pop-Up Event | 2020 – 2020

Led a successful holiday pop-up event at StyleLoft Apparel in 2020, drawing over 300 in-store visitors and boosting monthly sales by 22%.

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## References

### – Present