



**Naydelin Bonilla-Hernandez**

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**Built by culture. Powered by design.**

Recent graduate exploring the world, ready to learn and grow through efficient design and practices. I intend to look at every job as an experience — you can always learn something new, regardless of whether it's been done before. I always strive to give my best and build strong relationships in order to make lasting impacts.

**Skills**

- Lead & Manage Cross Functional Team
- Execute Visual Marketing Strategies
- Maintaining High-Quality Output in Fast-paced Environments
- Drive Collaboration & Accountability to Meet Project Goals
- Deliver Exceptional Customer Experience
- Resolving issues
- Build Lasting Client Relationships

**Software**

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Microsoft Word

**Languages**

- English
- Spanish
- Conversational French

**Education**

- George Mason University
- B.F.A in Art and Visual Technology
- Concentration Graphic Design

**Member**

- Chi Upsilon Sigma, National Latin Sorority, Inc.
- Early Identification Program Alumni

**Experience**

**Carter's Inc | Part-Time Sales Manager | March 2025 – Present**

- Maintained and refreshed product displays in accordance with visual marketing guidelines to maximize sales performance
- Strategically repositioned merchandise layouts to improve product visibility and drive increased sell-through rates
- Executed opening and closing procedures, ensuring store readiness and operational compliance at start and end of each shift
- Supervised and delegated tasks to sales associates, ensuring efficient workflow and timely completion of daily priorities

**George Mason Housing and Resident Life | Community Assistant| 2023–2024**

- Managed over-night lockouts.
- Conducted weekly night maintenance and safety walks.
- Attend weekly development meetings.

**George Mason Early Identification Program | College Access Ambassador | 2022–2023**

- Travelled to different middle schools to inform students of the program.
- Facilitated Application Review.
- Facilitated presentations to help students and parents understand the application process

**George Mason Early Identification Program | Academic Success Coach| 2021-2025**

- Mentored, Coached, & Tutored 8th through 12th graders for George Mason's Early Identification Program

**Crumbi Cookie | Shift-lead | October 2021- April 2022**

- Ensured opening procedures were completed on time before opening.
- Delegate tasks to team in order for store to run efficiently.
- Made sure store operations were running smoothly.

