

Esperanza Vaquiz

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PROFESSIONAL SUMMARY

Business operations and retail professional, currently a Sales Associate at **Chanel**, with experience across launch tracking, replenishment, and field execution in prestige and clean beauty retail. Kept SKU, formula, and pricing records **100% accurate** at e.l.f. Cosmetics while running **3+ weekly launch trackers**, and turned market data into readouts that contributed to a **20% CSAT lift**. Drove **\$800+ selling days** at BiotechBeauty and lifted customer engagement **60%** through personalized consultations, and used ChatGPT and Claude to turn customer notes into updates for HQ.

EXPERIENCE

- **Chanel** | *Sales Associate* Los Angeles, CA | Aug 2026 – Present
 - **Luxury Client Service:** Deliver Chanel's high-touch client experience with warmth in **English and Spanish**, listening first so each fragrance and beauty recommendation fits the person, not the counter.
 - **Boutique Readiness:** Apply **3+ years** of event, launch, and retail operations experience to boutique standards, keeping displays, testers, and product readiness guest-ready through every shift.
 - **Consultative Selling:** Build client trust through attentive listening and tailored recommendations while developing fluency across Chanel's fragrance and beauty lines.
- **BiotechBeauty** | *Field Sales Support Lead* San Francisco, CA | May 2026 – Jul 2026
 - **Field Execution:** Led weekly field execution across clean-beauty retail partners, coordinating demos, sampling, tester readiness, and **replenishment** to drive frequent **\$800+** selling days and four-figure weekly **sell-through**.
 - **Sell-Through Tracking:** Tracked best-seller movement, stock gaps, and repeat shopper questions in a weekly spreadsheet, turning the patterns into replenishment and display priorities for each store visit.
 - **Customer Consultations:** Improved the consultation experience for high-traffic shoppers by translating product claims, shade options, and routine benefits into personalized recommendations, lifting positive engagement **60%**.
 - **AI-Assisted Field Insights:** Used **ChatGPT** and **Claude** to turn raw customer notes into talking points and concise updates on shade objections and ingredient concerns for HQ, education, and merchandising.
- **Bluemercury** | *Beauty Sales Associate* San Francisco, CA | Sep 2025 – May 2026
 - **Personalized Consultations:** Delivered **high-touch beauty consultations** by reading each client's goals, gifting needs, and replenishment cues, building the trust that drives repeat visits.
 - **Inventory & Replenishment:** Kept the floor stocked and shoppable through daily restocking, tester upkeep, and display recovery, upholding the visual standards behind store sales goals.
 - **Clienteling Data:** Logged client preferences, **POS** purchase context, and follow-up reminders, turning floor conversations into organized notes for personalized outreach.
 - **Peak-Traffic Operations:** Balanced consultations, checkout, in-store events, and floor recovery during peak traffic, keeping service calm and premium.
- **Yelp** | *Community Intern* San Francisco, CA | May 2025 – Dec 2025
 - **Local Activations:** Coordinated local brand activations from planning through follow-up, handling venue details, partner communication, and guest check-in to connect Yelp with neighborhood businesses and creators.
 - **Content Operations:** Ran **regional content calendars** that kept community campaigns on schedule, turning event insights and local business updates into audience-ready posts.
 - **AI Content Workflow:** Built a repeatable AI-assisted drafting workflow with **ChatGPT**, **Claude**, **Gemini**, and **Perplexity** for captions, event hooks, and local research, with human review before anything went live.
 - **Listings & Insights:** Kept business listing details accurate and flagged recurring themes from activations, feeding cleaner local search data and sharper partner follow-ups.
- **e.l.f. Cosmetics** | *Product Marketing, Innovations Intern* Oakland, CA | Jul 2024 – May 2025
 - **Product Data Integrity:** Maintained **100%** accuracy across **SKU**, formula, pricing, and launch records in **Centric PLM**, **Power BI**, and Excel/Sheets, the records cross-functional launch teams relied on.
 - **Launch Logistics:** Kept innovation, marketing, and product development aligned through **3+ weekly launch trackers**, flagging timing slips and missing specs before they turned into handoff delays.
 - **AI-Assisted Research:** Streamlined weekly trend research with ChatGPT, Claude, Gemini, and Perplexity, structuring scans and consumer-language summaries for faster readout prep, with every source checked.
 - **Market Readouts:** Turned **Nielsen/Circana** data, competitor launches, and social signals into weekly PowerPoint readouts for product decisions; inclusive shade inputs contributed to a **20%** CSAT lift.
- **KQED** | *Marketing and Communications Intern* San Francisco, CA | Apr 2023 – Jul 2024
 - **Live Event Logistics:** Supported **40+ live events** across music, civic dialogue, food, and community programming, handling setup, talent coordination, and run-of-show details where there is no second take.
 - **Partner Coordination:** Coordinated deadlines and deliverables with **NPR**, **PBS**, **SFMOMA**, and Berkeley Rep, plus artists and influencers, keeping partner promotions on schedule.
 - **Campaign Assets:** Produced **20+** print, magazine, social, and digital assets, translating event and partner needs into clear promotion for public media audiences.
 - **Show-Day Problem Solving:** Absorbed last-minute changes on show days by balancing stage support, talent needs, and audience communication, keeping production handoffs smooth under time pressure.
- **Mission Bit** | *Social Media Marketing Intern* San Francisco, CA | May 2023 – Aug 2023
 - **Data-Informed Outreach:** Researched audience preferences, competitors, and trends to tailor a tech-education nonprofit's outreach to students of color, lifting summer camp sign-ups **80%**.
 - **Student Content:** Created blog, social, and email content for **100+** students across programs and events, matching tone and timing to each channel.
 - **Campaign Tracking:** Managed content scheduling across social platforms and tracked post timing and campaign performance to learn what actually moved students to sign up.

EDUCATION

- **San Francisco State University** | *Business Administration: Marketing B.S.* San Francisco, CA | Graduated May 2026
 - **Honors:** Dean's List Honoree
 - **Involvement:** Marketing Association Active Member
 - **Certifications:** Microsoft **Power BI** Analyst Professional Certificate; Fundamentals of **Media Relations** – **Muck Rack Academy**
 - **Writing:** Fashion Network Association Contributing Writer, 2025
 - **Creative Platform:** Creator of @sfsufittss, an **Instagram** fashion page focused on campus style and community expression

SKILLS

- **AI & Automation:** ChatGPT, Claude, Gemini, Perplexity, Copilot, Canva AI, Power Automate, Zapier, Make; AI research, prompt workflows, human-reviewed drafts
- **Data & Analytics:** Power BI, Power Query, Excel/Sheets pivot tables, KPI dashboards, data pipelines, Python (pandas), POS and sell-through reporting, Nielsen, Circana
- **Supply Chain & Logistics:** Centric PLM, SKU/formula/pricing records, launch calendars and trackers, inventory and replenishment, event logistics, cross-functional handoffs
- **Collaboration Tools:** Smartsheet, Microsoft Office, Google Workspace, Box, Figma/FigJam, workflow documentation, stakeholder updates
- **Customer & Retail Ops:** Luxury clienteling, consultative selling, voice-of-customer synthesis, retail activations, bilingual English/Spanish service
- **Marketing & Creative:** Campaign briefs, presentation readouts, Adobe Suite, Canva, WordPress, Instagram, TikTok, LinkedIn
- **Languages:** English; Spanish (Fluent)
- **Interests:** Fashion, beauty & wellness, music, art, and bringing underrepresented communities together through positive, immersive experiences