

JESSI HERNANDEZ

Education

2017 Bachelor of Arts in Psychology
California State University, Long Beach
Minor in Marketing

Professional Experience

2020 – Present Founder | Operations & Marketing Director

Shine Candle Co.; Orange County, California

Responsibilities: Manage daily business operations, inventory, vendor relationships, and production scheduling. Build and maintain the company website, oversee product updates and optimization, create and execute email marketing campaigns and social media strategies, coordinate wholesale partnerships and client relationships, develop branding and marketing materials, track sales performance, improve operational workflows, plan product launches and promotional campaigns, and manage cash flow, accounts payable/receivable, and account reconciliation.

2024 – Present Operations & Marketing Manager

CVLICOJVCK; Orange County, California

Responsibilities: Maintain company website and online business profiles, coordinate scheduling and administrative processes, create marketing content, support hiring coordination and onboarding, manage customer communications and client inquiries, develop promotional materials, and support overall business growth initiatives.

Additional Experience

Prior experience in hospitality management and customer service, including leadership, team coordination, sales tracking, client relations, and delivering exceptional customer experiences in fast-paced environments.

Core Competencies

Office Administration • Project Coordination • Calendar Management • Website Management • Customer Relations • Google Workspace • Microsoft Office • Canva • Email Marketing • Social Media Marketing • Vendor Relations • Process Improvement • Team Collaboration • Financial Administration (A/P, A/R, Reconciliation)