

Jobanny Cabrera

401-919-1706 | jobannycabrera7@gmail.com | Brooklyn, NY 11207

Skills

- Adobe suite
- Social media management
- Project management
- Google suite
- Campaign planning
- Database maintenance
- Salesforce
- Data analysis
- Relationship building

Experience

Employment Coordinator

October 2023 – Present

Henry Street Settlement [Jobs Plus], Manhattan, NY

Developed and implemented strategies to attract, recruit, and retain qualified employees.

Conducted job analysis and evaluated job descriptions to ensure accuracy and alignment with organizational needs.

Coordinated the recruitment process, including posting jobs, screening resumes, scheduling interviews, and conducting background checks.

Collaborated with hiring managers to understand staffing needs and priorities.

Maintained applicant tracking systems and databases to ensure accurate and up-to-date candidate information.

Youths Program Associate

October 2021 – August 2023

New Urban Arts, Providence, RI

Relationship Building and Maintaining Community

Provided a variety of ways for young people to interact with me and with New Urban Arts programs

Maintained database for student enrollment and attendance using Salesforce, Excel & Signrequest

Cultivated emotional safety for the diverse young people that attend New Urban Arts

Assisted in the development and implementation of marketing strategies to increase organization awareness and student engagement

Supported logistics for public and private events, community builders, and studio celebrations to further, develop meaningful relationships with and among students.

Oversee student recruitment, retention, and attendance; work with school staff to promote and support student involvement at New Urban Arts.

Graphic Designer UX/UI Specialist

January 2021 - June 2021

Citizens Bank Headquarters, Johnston, RI

Assisted in the development and implementation of marketing strategies to increase brand awareness and customer engagement

Devised and updated customers' branding logos, social media graphics and print materials.

Conducted market research and provided insights to inform marketing campaigns • Managed social media accounts and created engaging content to promote the brand

Assisted project team by compiling documentation and creative assets.

Retouched and manipulated images to meet professional standards.

Met objectives of marketing projects by translating messaging concepts into fresh marketing materials.

Worked under direction of senior project managers and graphics design team members on collaborative objectives.

Designed clear, engaging graphic communications for print and online use.

Developed marketing and communication brochures, direct mail collateral and event posters

Education

Fellowship: SHIFT D&AD 2024 - Google, Brooklyn, NY

Jan 2024 - Present

D&AD Shift with Google is a fully funded, 4-month long, industry led night school program for new creatives. Shift approach aims to shake up old industry paradigms to benefit self-taught creative talent, creating a fresh system to both access and flourish in the commercial creative industry.

Certification: Information Technology - YEARUP, Providence, RI

June 2020 - June2021

Year Up is a leading one-year career development program with 250 corporate partners around the country; the program includes college-level courses, professional training, and a six-month internship. Accrue 200+ hours of hands-on training in the business operations track. Earned the equivalent of 31 college credit recommendations through the American Council on Education (ACE CREDIT); Recognized fully by Community College of RI, University of Rhode Island, and 2,000 other colleges/universities nationwide.

Certifications

- CIS 201: Computer Hardware
- CIS 101: Introduction to Computer Applications
- BUS 201: Introduction to Customer Service
- BUS 201: Introduction to Customer Service
- CIS 202: Operating Systems
- COM 150: Public Speaking

Awards

Assests 4 Artist Capacity Building Grant (2021)