



# LEIRA

[VIDEO INTERVIEW](#)

## WORK EXPERIENCE

### CREATIVE SPECIALIST

Freelance - Various Clients | August 2025 – Present (6 months)

- Delivers end-to-end creative and digital marketing support for startups by designing branded assets, managing social media content, and assisting with paid ad optimization.

### OPERATIONS MANAGER

KMR Luxe Co. | November 2025 – February 2026 (4 months)

- Supported daily operations by coordinating workflows, maintaining records, streamlining processes, and aligning teams to meet operational goals.

### EXECUTIVE ASSISTANT (PROJECT-BASED)

Sandbox Solutions | December 2025 – Present (2 months)

- Provided project-based executive and marketing support through presentation development, content creation, video editing, scheduling, and community engagement.

### HUMAN RESOURCES TRAINEE (WORK IMMERSION)

Yazaki-Torres Manufacturing Incorporated | January 2020 – February 2020 (2 months)

- Gained hands-on HR experience supporting onboarding, employee records management, documentation, and administrative coordination.

### CAR AGENT (FREELANCE/SIDE HUSTLE)

Independent | October 2020 – August 2021 (11 months)

- Assisted buyers through vehicle inquiries and negotiations by providing accurate information, coordinating viewings, and facilitating smooth transactions.

### CREATIVE DIRECTOR

Red Cross Youth Organization | July 2023 – June 2025 (2 years)

- Led a 30-member creative team by overseeing branding, design initiatives, and social media campaigns while ensuring consistent visual identity and timely delivery.

### RESEARCHER – STUDENT INTERN

Research Center for the Natural Resources | May 2023 – August 2025 (2 years, 3 months)

- Supported laboratory research operations through documentation management, data organization, materials preparation, and compliance with research protocols.

## SKILLS/AREAS OF EXPERTISE

- Operations Management & Daily Support
- Administrative Support
- Calendar & Email Management
- Project & Task Coordination
- Human Capital Management
- HR Administration & Record Management
- Onboarding & Employee Coordination
- Social Media Management
- Content Creation & Scheduling
- Graphic Design
- Data Entry
- CRM Management
- Lead & Customer Database Management
- Reporting & Documentation

## TECHNOLOGY

- Google Workspace
- Microsoft Office 365
- Notion
- GoHighLevel
- HubSpot
- Microsoft Dynamics 365
- Slack
- Trello
- ClickUp
- Asana
- Monday.com
- Canva
- Adobe Creative Cloud
- Metricool
- Meta Business Suite
- Dropbox
- Google Drive

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