

Michelle Reyer

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WORK EXPERIENCE

Spice It Up

Seasonal Assistant Manager

Beach Haven, NJ

April 2025 - October 2025

- Trained and coached employees while maintaining a positive, professional work environment and ensuring high standards of cleanliness and food quality
- Streamlined operations by developing workflow documents, coordinating between deli and retail teams, and managing inventory with accurate, timely ordering
- Delivered excellent customer service by supporting catering orders and partnering with owners on operational improvements and new menu specials

SolAcademics

Social Media Manager

Nosara, Costa Rica

June 2020 - Present

- Rebranded the company to strengthen its visual identity and market positioning, developing cohesive branding across all digital platforms
- Managed content creation, scheduling, and promotional strategy, producing reels, posts, and stories to drive audience engagement
- Led monthly analytics reviews to inform planning, optimize performance, and guide ongoing marketing initiatives

Coconut Harry's Surf Shop & School

General Manager & Social Media Specialist

Nosara, Costa Rica

June 2019 - September 2023

- Led and trained a team of 10; improved operational efficiency and customer satisfaction
- Managed payroll, scheduling, and monthly revenue analysis
- Designed merchandise, marketing materials, and branding assets while executing a full company rebrand that modernized the website and social media presence

EDUCATION

Kean University

B.F.A. in Graphic Design

Union, New Jersey

Graduated in 2019

SKILLS & INTERESTS

Tech Skills: Microsoft Office | Adobe CC | Canva | Keynote

Personal Skills: Excellent communicator | Team-oriented | Customer-focused | Problem solver | Detail-oriented | Event coordination

Interests: Cooking | Photography | Surfing