

# CELESTE GONZALEZ

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## EDUCATION

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The University of Texas at Austin Bachelor of Business Administration, Management – Entrepreneurship May 2023

Relevant Coursework: FIN 357: Corporate Finance, MAN 337: Art & Science of Negotiation, MKT 336: Principles of Marketing, MAN 327: Innovation and Entrepreneurship, LEB 323: Business Law and Ethics, SOC 322L: Law and Organizations, ACC 312: Fundamentals of Managerial Accounting, ECO 304K: Introduction to Economics, SOC 302: Introduction to Sociology

## EXPERIENCE

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**Kemuri Tatsu-ya** – *Support Team Lead; Austin, TX* October 2022 – Present

- Trained and mentored new employees on language, cuisine, and necessary job functions to ensure success
- Coordinated effective time management and communication in order to ensure all duties were completed each day
- Restructured and systematized job position functions through problem-solving to increase efficiency and ease of service
- Contributed to an increase of 14% in overall restaurant service score to 98% through customer sentiment analysis

**Texas Economic Development Council** – *Team Texas Fall Marketing Intern; Austin, TX* October 2022 – January 2023

- Created and managed a CRM platform to manage organizational contacts for TEDC and international prospects
- Assisted the Director with Estonian delegation officials' arrival to the State of Texas through a hospitality-oriented experience
- Supported Team Texas through tradeshow logistics to market the State of Texas for economic development
- Operated as a point of contact for Team Texas members and guests by disseminating project details

**Amplify** – *Events Marketing Intern; Austin, TX, Remote* June 2022 – August 2022

- Executed and hosted annual sales meeting of 250+ attendees while managing event logistics
- Prepared meticulous lists of data regarding event attendees' travel and hotel information ensuring no errors or inaccuracies
- Audited post-event financial statements to ensure budget accuracy and cost-efficiency
- Assembled a tradeshow booth at NSTA Chicago to market Amplify curriculum sales for 2800+ attendees

**Target** – *Service and Engagement Advocate Lead; Austin, TX* April 2020 – June 2021

- Provided an encouraging and uplifting environment for the guest services team that generated a 15% uptick of sales
- Reconciled customer complaints and concerns through conflict management and exemplary customer service
- Maintained a productive work environment throughout the COVID-19 pandemic through the use of empathy

## ACADEMIC PROJECTS

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**Spotify** – *MAN 347P: Entrepreneurship Practicum, MAN 374: General Management & Strategy; UT Austin* August 2022 – Present

- Analyzed business situations and strategic decisions proposing innovative strategies for Spotify's long-term growth
- Designed and presented a PowerPoint presentation for corporate development with various teams

## LEADERSHIP EXPERIENCE AND ACTIVITIES

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**Texas Belles Event Planning Organization** – *President (2021-2022)* Fall 2021 – Present

- Facilitated 6 major events for 60+ attendees within the school year
- Increased membership retention rate by 142% by promoting inclusivity and professionalism
- Collaborated with an executive team to generate, organize and promote event conceptualizations through weekly meetings
- Oversaw annual philanthropy event raising over \$800 for a non-profit organization through a bake-off event

## HONORS

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Irving Convention and Visitor Bureau Hospitality Scholarship Foundation | Irving Scholar Spring 2019

## ADDITIONAL INFORMATION

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**Technology Skills:** Workday, Slack, Microsoft Office (Word, Excel, PowerPoint), Google Suite, Hootsuite, Dropbox, Email, Canva

**Certifications:** Texas Alcoholic and Beverage Commission, ServSafe Manager

**Languages:** Basic Knowledge in Spanish

**Interests:** Cooking, Travel, Innovation, Family, Gardening, Baking, Chess

**Work Eligibility:** Eligible to work in the U.S. with no restrictions