

KEILA ALVARADO

EXECUTIVE ASSISTANT | CHIEF CREATIVE OFFICER | WRITER

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EDUCATION

Bachelor of Business Administration (BBA)
Baruch College – City University of New York, CUNY, New York, NY

AWARDS

Supervisory Leadership | Top Timeliness of Monthly Reports Volunteers of America (VOA)

Scholarship for Screenplay Writing
Sundance Collab Institute

TRAINING

FQ Advertising Week: Home of Equality, Place Where We Belong The Female Quotient (FQ), New York, NY

30th Annual Spring Road Marketing Conference
The Broadway League
Entertainment Co, New York, NY

Social Media One-Night Stand
Columbia University School of Journalism, New York, NY

AFFILIATIONS

Chair | Member
Beta Alpha Psi Honors Society (Accounting and Finance)

AREAS OF EXPERTISE

Administrative Support
Operations Management
Event Planning and Management
Digital/Print Marketing Campaigns
Social Media Marketing
Project Management
Process Improvement
Office Management
Client Relationship Management
Stakeholder Engagement
Inventory Management
International Travel Planning
Calendar Management
Accounts Payable (AP)
Accounts Receivable (AR)
Payments Processing
Expense Reporting

PROFILE

A versatile creative professional and office management specialist with 15+ years of excellence in delivering robust administrative assistance to C-suite leaders in scheduling, meeting/event management, marketing, finance, and human resources.

Track record of managing executive communications, schedules, and travel with the highest levels of professionalism, supplemented by expertise in media relations, bilingual (English and Spanish) communication, and cross-functional collaboration.

Proven success in skills such as content creation, including pilots, screenplays, and social media posts, with extensive administrative experience to facilitate high-impact creative projects such as proposals, TV shows, films, and documentaries.

KEY ACHIEVEMENTS

- **Save ~600+ hours of work a year for CEOs and other C-suite executives** by providing administrative support, coverage, and optimizing their schedules.
- **Delivered ~35% growth in referrals and clientele** for EVOI Productions in 2020-21 through robust relationship building and communications.
- Serve as **co-creator of multiple non-fiction TV shows** and **Associate Producer for 2+** projects while at EVOI Productions.
- **Saved ~\$50K annually** by driving reduction in contract and agreement costs with vendors, caterers, and other service providers at special events.
- **Organize and host diverse events in NY and NJ** to promote networking or relationships among members or new guests via social media.
- **Oversaw renovations** to the landmark **United Nations (UN) building at East 46th street** while volunteering for fundraising initiatives at the UN.
- **Supported 25% growth in sales** at Prime Lending Inc. by driving lead/referral growth, organizing meet & greets, and strengthening existing partnerships.
- **Achieved over \$35K in annual savings** at C+C Management by securing cost-effective options for supplies, maintenance contracts, events, and travel.
- **Generated over \$50K in yearly savings** for Volunteers of America (VOA) by driving cost-cutting initiatives across inventory and contract/asset management.

PROFESSIONAL EXPERIENCE

EVOI Productions, New York, NY

Executive Assistant | Chief Creative Officer | Writer 2020 to Present

- Provide end-to-end administrative support for the CEO, including serving as a liaison between staff/interns, internal/external contacts, and the C-suite.
- Lead production department teams in formulating vision, conducting research, and developing screenplays, pilots, as well as pitch decks for creative projects.
- Coordinate all aspects of meetings with producers, clients, executives, staff, and partners, including scheduling, logistics management, and minute/notes taking.
- Prepare, review, and manage internal communications, budgets, petty cash and credit card reports, and the organizational chart/directory.
- Strategize and coordinate logistics for the CEO and staff, including ordering supplies, monitoring inventory, and booking auditions, press, travel and lodging.

NYNJ.com, New York, NY

Writer (Part-Time and Remote) 2021 to Present

- Leverage strong written communication skills to publish articles, poems, and quotes for a lifestyle and entertainment/media website.

CBS Corporation (via NWR), New York, NY

Executive Receptionist | Assistant (TEMP) 2019

- Supported the entire C-suite during the multibillion-dollar merger with Viacom, including drafting and managing confidential executive communications.

Accounts Analysis
Budget Development and Analysis
Document Management
Meeting Scheduling/Management
Media and Public Relations
Human Resources Management
Employee Onboarding and Training
Tech Troubleshooting
Creative Strategy and Storytelling
Content Strategy and Management
Content Writing and Editing
Translation Services
Bilingual (English and Spanish)

TECHNICAL SKILLS

Microsoft Office Suite (Excel, Word, PowerPoint, Access, Outlook)
Google Suite (Docs, Calendar, Sheets)
Canva
Constant Contact
Asana
Keynote
Concur
Yardi
PayScan
Photoshop
QuickBooks
Zoom, WebEx, Crowdcast, Skype
Procure-IT
WhatsApp
Discord
Adobe Spark
Other Apps: Slack, E-vite, Facebook, Twitter, Instagram, YouTube, Snapchat, Clubhouse, and more.

VOLUNTEER WORK

Board Committee Member | Content Creator at NAMIC
National Association for Multi-Ethnicity in Communications

Certified Expert
Fairygodboss, Inc.

Associate Producer
Transend'Daens LLC and Instant Ent. (Production Companies)

Event Organizer (P/T)
Meetup.com and Facebook

- Scheduled and organized all events – including board meetings, seminars, and conference calls – in addition to handling general inquiries and correspondence.
- Collaborated with assistants, security/maintenance, and the IT team on troubleshooting special projects for office management; managed office traffic.

CITGO | PDVUSA | Steelcase (via Manpower), New York, NY

Executive Assistant | Administrator | Office Manager **2016 to 2019**

- Delivered comprehensive administrative and office management support to executives as well as a former President/UN Ambassador and a UN mission.
- Organized meetings and events – including UNICEF charity functions – with responsibility for all executives' travel arrangements and media communications.
- Provided critical support for the former president and his family with calendar and correspondence management relating to their social or business engagements.
- Executed multiple special executive projects involving extensive research, international transaction coordination, and English-Spanish translations.
- Managed inventory and official documentation in addition to collaborating with the IT department on resolving IT issues and scheduling complex meetings.

Prime Lending, Inc., Holmdel, NJ

Business Coordinator | Marketing Assistant **2015**

- Directed an integrated marketing and advertising department, including building a robust partner network and growing leads/referrals; supervised an intern.
- Devised and executed digital/social media campaigns – including influencer marketing and sponsorship of local charity events – to grow brand awareness.
- Coordinated meetings, documentation, and media/press relations in addition to assisting with mortgage processing, CRM tracking, and competitive analysis.
- Assisted the Branch Manager by scheduling appointments, managing correspondence, running credit reports, and reporting on ads or leads' statuses.

C+C Management, Arverne, NY

Director of Administration | Office Manager **2013 to 2015**

- Led a 5-member administration department in processing paperwork, supporting marketing, and growing tenancies in commercial and residential properties.
- Processed payments, reviewed bids and budgets, managed credit card/FedEx accounts, performed purchasing for office, and executed inventory management.
- Researched accounts and reviewed ledgers and court stipulations to make relevant updates as well as enter adjustments on Yardi; processed invoices on PayScan.
- Managed a heavy load of phone calls while acting as the liaison with the IT department in troubleshooting IT issues across the organization.
- Facilitated new hire onboarding and orientation in addition to approving staff time sheets and tracking PTO; formulated evaluations and corrective actions for staff.
- Deployed strong interpersonal skills to serve as Tenant Association liaison, preparing tenant communications and performing follow-up on tenant issues.

Volunteers of America (VOA), Bronx, NY

Director of Administration | Office Manager **2004 to 2013**

- Ensured operational efficiency and integrity by providing administrative support to a Director, various departments, managers, and executive office staff.
- Supported the AP and AR functions by processing payments, troubleshooting discrepancies, reporting variances, and sending checks/receipts for AR records.
- Spearheaded a 'paperless initiative' that saved thousands of dollars by promoting data entry into systems (including the Procure-It accounting system).
- Completed encumbrance files, including analysing the general ledger to reconcile encumbrances.
- Organized and facilitated meetings, fundraisers, and team-building events in addition to managing all vendor relationships; submitted monthly reports.
- Performed key Human Resource functions, including new hire onboarding and orientation, recording timecards, and leading the retention sub-committee.
- Trained employees on OSHA and fire safety rules.