

# T. J'NAE OWEN

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## SKILLS:

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|---------------------------|-----------------------|------------------------|
| ✓ Social Media Marketing  | ✓ Bookkeeping         | ✓ Time Management      |
| ✓ Email Marketing         | ✓ Accounts Payable    | ✓ Schedule Management  |
| ✓ Website Design          | ✓ Accounts Receivable | ✓ Data Analytics       |
| ✓ Event facilitation      | ✓ NM TAP              | ✓ Expense Reporting    |
| ✓ Publication Marketing   | ✓ EFTPS               | ✓ Financial Management |
| ✓ Canva                   | ✓ QuickBooks Online   | ✓ Microsoft EXCEL      |
| ✓ Adobe Creative Studio   | ✓ NM Tax Requirements | ✓ Microsoft Office     |
| ✓ Video and Photo Editing | ✓ Reconciliation      |                        |
| ✓ Client Relations        | ✓ Management          |                        |

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## WORK EXPERIENCE:

### WEBSITE DESIGN INTERNSHIP

NMSU

*KELLEY'S CRITTERS – MOUNTAIN ELECTRIC, LLC – NM 4X4 RALLY*

- Led the creation and maintenance of visually appealing and user-friendly websites, working independently to implement design concepts and functionalities.
- Demonstrated proficiency in web design tools and platforms, including HTML, CSS, and WIX, contributing to the development of responsive and engaging website layouts.
- Conducted market research and competitor analysis to inform website design decisions, ensuring alignment with target audience preferences and industry trends.
- Generated creative ideas and suggestions for website content and visual elements, optimizing user experience and enhancing brand identity.
- Executed SEO strategies and optimizing website performance for search engine rankings, driving organic traffic and increasing online visibility.
- Created and executed digital marketing campaigns, including email marketing, social media advertising, and content marketing initiatives.
- Monitored website analytics and performance metrics using tools like Google Analytics, analyzing data to identify areas for improvement and optimize conversion rates.
- Collaborated with business owners to coordinate website updates and enhancements, ensuring timely delivery and adherence to project timelines.
- Expressed a strong interest in transitioning into a marketing role, leveraging web design skills and internship experience to contribute to the development and execution of integrated marketing strategies.

### LAMAY, LLC & MOUNTAIN ELECTRIC

OFFICE MANAGER, FINANCIAL MANAGER

*MARCH 2022- CURRENT*

*RUIDOSO DOWNS, NM*

- Managed office operations efficiently, overseeing administrative tasks, scheduling, and coordinating meetings to ensure smooth workflow.
- Handled bookkeeping duties, including managing accounts payable and receivable, reconciling accounts, and preparing financial reports.
- Implemented effective organizational systems to streamline processes and optimize productivity in the office environment.
- Assisted in the development and execution of marketing strategies, collaborating with the marketing team to brainstorm ideas and coordinate campaigns.
- Utilized strong communication skills to liaise with clients, vendors, and team members, fostering positive relationships and enhancing customer satisfaction.
- Conducted market research and analyzed consumer trends to provide valuable insights for marketing initiatives and campaign planning.
- Contributed creative ideas for branding and promotional materials, aligning with company objectives and target audience preferences.
- Supported the marketing team in coordinating events, trade shows, and promotional activities, ensuring smooth execution and maximum impact.
- Demonstrated adaptability and willingness to learn new skills, adding emphasis in marketing and contributing to the growth and success of the team.

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## **PINEY PAWS – DOG GROOMING**

*OCTOBER 2020 – MARCH 2022*

**OWNER, GROOMER**

*RUIDOSO, NM*

- Established and successfully operated a dog grooming business, demonstrating entrepreneurial skills in managing all aspects of operations, including client relations, scheduling, and financial management.
- Developed strong customer relationships and maintained a loyal client base through exceptional service and attention to detail, fostering trust and loyalty within the community.
- Implemented creative marketing strategies to promote the dog grooming business, utilizing social media platforms, local advertising, and networking events to increase brand visibility and attract new clients.
- Leveraged knowledge of pet care and grooming trends to create engaging content for marketing materials, including website content, blog posts, and social media posts.
- Collaborated with local pet-related businesses and organizations to cross-promote services and establish partnerships, expanding the reach of the grooming business and driving growth.
- Utilized customer feedback and market research to identify opportunities for business expansion and service diversification, adapting marketing strategies accordingly to meet evolving client needs.
- Demonstrated a passion for animal welfare and responsible pet ownership, incorporating these values into marketing initiatives to resonate with pet owners and animal lovers.

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## **EARLIER PROFESSIONAL EXPERIENCE:**

<b>MOUNTAIN MONTESSORI</b>	<i>TEACHERS AID</i>	<i>RUIDOSO, NM</i>	<i>JANUARY 2020 – SEPT 2020</i>
<b>ALL 4 PETS</b>	<i>DOG GROOMING</i>	<i>RUIDOSO, NM</i>	<i>MAY 2018 – JANUARY 2020</i>
<b>CAREGIVER</b>			<i>JULY 2015 – JANUARY 2018</i>
<b>LINCOLN COUNTY EXTENSION</b>	<i>ADMINISTRATIVE ASSISTANT</i>	<i>CARRIZOZO, NM</i>	<i>JULY 2016 – APRIL 2017</i>
<b>FIRST SAVINGS BANK</b>	<i>TELLER, FSR</i>	<i>RUIDOSO, NM</i>	<i>SEPT 2014 – JULY 2015</i>
<b>WELLS FARGO BANK</b>	<i>PERSONAL BANKER</i>	<i>CARRIZOZO, NM</i>	<i>JUNE 2014 – SEPT 2014</i>
<b>WELLS FARGO BANK</b>	<i>TELLER</i>	<i>LAS CRUCES, NM</i>	<i>JULY 2013 – MAY 2014</i>

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## **EDUCATION:**

<b>NEW MEXICO STATE UNIVERSITY</b>		<b>CAPITAN HIGH SCHOOL</b>	
2012-Current	Las Cruces, NM	May 2012	Capitan, NM
▪ Associates in General Studies		▪ High School Diploma	
▪ Bachelor's in Communication Studies			

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