

PAOLA MENDIZÁBAL

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EXPERIENCE

Administrative Operations Specialist, Hiperbaric USA Corporation, Miami, FL Oct. 2025 – Present

- **Coordinate** end-to-end event logistics for industry workshops and company events of 70+ attendees, managing venue and vendor coordination, travel accommodations, catering, and attendee communications.
- **Oversee** office administration and compliance for a 6-person U.S. headquarters, managing insurance and compliance documentation, vendor and client records, scheduling, and procurement to maintain audit-ready operations.
- **Administer** accounts payable and financial processes, including 50+ monthly check deposits, invoice entry and reconciliation in SAP, and supplier invoicing to ensure accurate and timely recordkeeping.
- **Lead** marketing and communications initiatives, writing 4 press releases, building a 36-contact media database, and pitching industry editors, while developing a workshop program from the ground up, including its SOPs, website, and communication templates.
- **Manage** logistics and operations support, including order fulfillment, shipping, and tradeshow deliverable tracking, while consolidating SOPs into centralized reference guides.

Associate District Manager, ADP, Miami, FL May – Sep. 2025

- **Coordinated** outreach and client meetings, managing schedules and ensuring timely follow-up with 25+ weekly activities.
- **Maintained** accurate records in Salesforce, streamlining administrative processes and improving data accessibility.
- **Supported** cross-functional teams by preparing reports, contracts, and client documentation.

Boutique Coffee Specialist, Nespresso, Miami, FL Feb. 2023 – April 2025

- **Streamlined** daily operations by managing inventory, processing 100+ weekly orders, and ensuring accurate documentation.
- **Trained** and mentored new employees, improving workflow efficiency and onboarding processes.
- **Delivered** top-tier customer support, resolving inquiries and ensuring smooth store operations.

Account Executive, BOLD Agency, Miami, FL Sep. – Dec. 2024

- **Managed** communications between a key client and agency teams, ensuring all project deadlines were met.
- **Coordinated** PR initiatives, handling media outreach and scheduling press opportunities.
- **Organized** creative project workflows, ensuring documentation and deliverables were accurate and on time.

Sponsorships and Partnerships Intern, Biohack-it, Miami, FL May – Aug. 2024

- **Prepared** sponsorship proposals and tracked \$10K+ in contributions, ensuring accurate reporting.
- **Monitored** social media and engagement metrics, maintaining records for performance analysis.
- **Facilitated** cross-team communication, aligning schedules and ensuring timely project execution.

Partnerships and Social Intern, IHC Agency, Miami, FL May – Aug. 2024

- **Coordinated** logistics for 3+ brand partnerships, ensuring deliverables were documented and tracked.
- **Updated** social media calendars and monitored analytics, increasing the efficiency of digital campaigns.
- **Assisted** with administrative support, including reports, content scheduling, and email outreach.

Receptionist, Valente Brothers Self-Defense, San Juan, Puerto Rico June 2020 – Oct. 2021

- **Managed** schedules, bookings, and front-desk operations for 40+ members, ensuring smooth daily functions.
- **Supported** marketing and membership drives, contributing to client growth.
- **Maintained** data accuracy in member records, streamlining administrative tasks.

SKILLS & CERTIFICATIONS

Languages: English & Spanish: Full professional proficiency | American Sign Language: Basic

Technical Skills: Advanced: Google Docs; Google Slides; Microsoft Word; Microsoft PowerPoint; Salesforce; SAP Concur; Claude AI; Remote Deposit Capture | Intermediate: Microsoft Excel; Canva; Adobe InDesign; HubSpot; CapCut; Figma | Beginner: HTML; Adobe Photoshop; Adobe Illustrator; Trello

Certifications: LinkedIn Learning: Visual Communications for Business; Business Writing Principles; Public Relations Foundations; Customer Experience: Creating Customer Personas; Customer Experience: Journey Mapping | Meltwater Academy: PR Media Relations with Meltwater | HubSpot Academy: Sales Hub Software; Inbound Sales; Social Media Marketing; Sales Management; Inbound Marketing Optimization; Reporting; Content Marketing | Semrush Academy: Content Marketing Fundamentals; SEO Fundamentals Course with Greg Gifford | Google: Individual Analytics Qualification | Codecademy: Certified Associate in Project Management; Microsoft Excel for Data Analysis | Anthropic Academy: Claude 101 | Census: Forklift Certification

EDUCATION

Florida International University (FIU), Miami, FL May 2022 – April 2025

Bachelor of Science in Public Relations, Advertising, and Applied Communication

Minor in Professional Sales | Minor in Social Media and E-Marketing

- **Cumulative GPA:** 3.73 | Dean's List (Fall 2022-2024; Spring 2024-2025; Summer 2024)

- **Scholarships:** Bright Futures; Florida Academic Scholars

- **Relevant Coursework:** Organizational Communication; Business and Professional Communication; Interpersonal Communication for Business and the Professions; Applied Communication Research Methods; Writing for Public Relations; Professional Sales; Social Media & E-Marketing