

TAINÁ FERNANDES SILVA

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PROFESSIONAL SUMMARY

Enthusiastic and results-oriented professional with a strong background in sales, customer service, and business management. Proven track record of running an independent retail business and managing client communications. Passionate about consumer behavior and eager to pursue higher education in Digital Marketing in the United States. Fast learner with full-time availability and strong adaptability.

WORK EXPERIENCE

Owner & Business Manager / *Retail Clothing Store – São Paulo, Brazil* **Month Year – Month Year**

- Managed end-to-end store operations, inventory management, and direct customer sales for a children's apparel brand.
- Promoted products through local marketing initiatives, driving customer engagement and repeat sales.
- Handled financial transactions, supplier negotiation, and customer relationship management.

Administrative Assistant / Secretary / *Company Name – São Paulo, Brazil* **Month Year – Month Year**

- Managed front-office communications, scheduled appointments, and organized administrative records.
- Provided high-quality service to clients via phone, email, and in-person interactions.
- Streamlined daily office workflows using computer systems and office management software.

Customer Service Crew Member / *McDonald's – São Paulo, Brazil* **Month Year – Month Year**

- Delivered fast and friendly customer service in a high-volume, fast-paced environment.
- Handled cash registers, order processing, and resolved customer inquiries efficiently.
- Collaborated with a large team to maintain high standards of quality, service, and cleanliness.

EDUCATION

High School Diploma / *School Name – São Paulo, Brazil* **Graduation Year**

SKILLS & LANGUAGES

Core Competencies: Customer Relations, Sales & Retail Operations, Communication, Time Management, Adaptability

Technical Skills: Computer Literacy (Microsoft Office, Data Entry, Internet Research)

Languages: Portuguese (Native), English (Elementary/Intermediate – Currently Studying), Spanish (Elementary – Currently Studying)