

KSENIA PECHENKINA

CONTACT

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PROFILE SUMMARY

Dynamic and results-driven professional with a diverse background in social media marketing, luxury retail, and client-facing administrative roles. Proven experience as a Social Media Manager in the Russian market, creating engaging content, growing online presence, and driving brand awareness. Former Sales Associate at Pandora with a strong track record in delivering exceptional customer service, product knowledge, and sales performance. Currently working at a Russian salon front desk, managing appointments, client relations, and daily operations with efficiency and professionalism. Adaptable, people-oriented, and passionate about brand storytelling and customer experience

EDUCATION

2023-2024
SANTA CLARA HIGH SCHOOL

- Diploma

2024-2027
WEST VALLEY COLLEGE

- Interior Design

WORK EXPERIENCE

RM nail studio 2022-2023
Social Media Manager

- Create and edit photo and video content showcasing salon services, team, and client transformations
- Plan and manage content calendar in alignment with promotions, holidays, and seasonal trends
- Increase brand awareness and follower engagement through creative storytelling and visuals
- Respond to messages, comments, and reviews to build a strong online community
- Collaborate with stylists and estheticians to highlight their work and personalities
- Launch and manage ad campaigns (Facebook Ads / Instagram Ads) to attract new clients
- Track performance metrics and analytics to optimize content and improve reach
- Organize giveaways, influencer partnerships, and interactive activities to boost visibility
- Stay updated on beauty trends and platform algorithm changes

Pandora Jewelry 2024-2025
Sales Associate

- Delivered exceptional customer service by providing personalized shopping experiences and expert product recommendations
- Achieved and exceeded sales targets through strong product knowledge and upselling techniques
- Educated customers on Pandora's collections, materials, and care instructions
- Built lasting customer relationships and encouraged repeat business through clienteling strategies
- Processed transactions efficiently and accurately using POS systems
- Maintained visually appealing displays and ensured merchandise was organized and properly stocked
- Participated in store promotions, product launches, and seasonal campaigns
- Handled returns, exchanges, and customer concerns with professionalism and care
- Worked collaboratively with team members to meet store goals and ensure smooth daily operations
- Demonstrated strong knowledge of jewelry trends and brand identity

Zorina Nail Studio 2025-now
Front desk and administration

- Greeted clients warmly and provided professional, friendly service upon arrival
- Scheduled and managed appointments via phone, messaging apps, and booking systems
- Handled incoming calls, messages, and walk-in inquiries with efficiency and courtesy
- Maintained accurate client records and updated service preferences and histories
- Processed payments, issued receipts, and managed cash and card transactions
- Managed the salon calendar to ensure smooth client flow and minimize wait times
- Supported daily salon operations, including cleanliness, inventory checks, and supply ordering
- Promoted salon services, membership programs, and retail products to increase sales
- Resolved scheduling conflicts and customer concerns calmly and professionally
- Assisted salon staff with coordination, client preparation, and general administrative tasks

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- English: Advanced
- Russian: Fluent
- Ukrainian: Basics