

Danna Braga

(512) 578-8481 • dannabraga@yahoo.com • [linkedin.com/in/dannabraga](https://www.linkedin.com/in/dannabraga) • dannabraga.com • Austin, TX

SUMMARY OF QUALIFICATIONS

- Proven track record as a General Manager of Operations, overseeing daily restaurant functions, cash handling, and staff training.
- Skilled in website management, social media strategy, and content creation with a strong background in Adobe Creative Suite.
- Experienced in merchandising, inventory management, and customer service, with a focus on optimizing sales and presentation.
- Proficient in web development, graphic design, and marketing tools including JavaScript, HTML, and CSS.
- Bachelor's in Digital Media Innovation with a minor in Fashion Merchandising, complemented by relevant certifications in food safety and social media marketing.
- Advanced in Mac and Microsoft systems and Apple products
- Willing to Relocate

EXPERIENCE

Milano Trattoria Inc. | Georgetown, TX
General Manager of Operations

May 2019 - Present

- Managed and optimized to-go apps, ensuring seamless order processing.
- Led the development and maintenance of the restaurant's website, enhancing online presence and user experience.
- Conducted interviewing, hiring, training, and development of qualified employees to ensure high service standards.
- Managed cash handling for all shifts, including closing the restaurant, overseeing POS system shutdowns, and ensuring strict adherence to cash handling procedures and protocols.
- Executed social media strategies across Facebook and Instagram by creating engaging content, driving brand awareness and user engagement.
- Ensured smooth daily operations, addressing challenges in real-time and implementing strategies for continuous improvement in service and efficiency.

Target | San Marcos, TX
General Merchandiser

December 2023 - July 2024

- Regularly replenished merchandise on the sales floor, ensuring product availability and optimal presentation for customers.
- Complete RFID scans in GM areas and system audit functions to ensure inventory accuracy.
- Created eye-catching displays and end caps to highlight promotions and seasonal items, increasing customer engagement and sales.
- Provided excellent customer service by assisting with product inquiries, locating items, and offering suggestions to enhance the shopping experience.
- Updated product pricing and signage to reflect current promotions, sales, and markdowns.
- Quickly adjusted merchandising strategies to accommodate seasonal products and trends, driving sales during key retail periods.

Smoothie King | Pflugerville, TX
Shift Lead

March 2020 - Sep. 2020

- Demonstrated strong leadership and responsibility by efficiently executing opening and closing procedures at two store locations, including cash handling, register reconciliation, and ensuring a secure store environment.
- Educated customers on the health benefits of various smoothie ingredients, assisting them in making informed choices aligned with their dietary goals.
- Efficiently handled and fulfilled large or complex orders during peak hours, ensuring accuracy and customer satisfaction.
- Skillfully coordinated and supported the store team in daily operational tasks, ensuring seamless workflow.
- Worked closely with store managers to meet daily sales goals, implement new initiatives, and improve overall store performance.

EDUCATION & CERTIFICATIONS

Bachelor of Science in Digital Media Innovation | Texas State University

August 2024

- Minor in Fashion Merchandising

Student Social Media Contributor | San Marcos, TX

Spring 2022

Texas State University Alumni Association

- Created social media content for the client to use on Facebook, Twitter, Instagram and Instagram Stories, along with monthly analytics reports, for the client as part of the Advanced Social Media and Analytics course.
- Used analytics data to develop client portfolios, addressing client strengths and areas for growth.

Hootsuite Academy

- Hootsuite Platform Certification
- Social Media Marketing Certification

Food Service

- Food Safety Manager
- Food Handlers
- Texas Alcoholic Beverage Commission (TABC)

LinkedIn Learning

- Getting Started in User Experience
- Succeeding in Web Development: Full Stack and Front End
- Web Design: Efficient Workflow

Semrush Academy

- Building a Social Listening Program

TECHNICAL SKILLS

- Web Development
- Graphic Design
- Microsoft Office
- Marketing & Advertising
- Purchasing/Inventory
- Adobe Creative Suite
- Figma
- Remote Work
- Detail Oriented
- Strong Resiliency
- UX/UI Design
- JavaScript
- HTML
- CSS