

ISABEL C. ROSALES

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WORK EXPERIENCE

Beauty Manufacturing Solutions Corp. in Coppell, TX

IT Data & Design Solution Manager

Apr 2024 to Present

- **Project Management:** Oversaw budgeting, procurement, inventory, and deployment of IT equipment to support organizational needs.
 - Led development of TV-based Data Dashboards, enabling real-time operational visibility for manufacturing teams and improving decision-making speed.
 - Directed upgrade of wireless scan gun infrastructure, enhancing inventory tracking accuracy and warehouse mobility.
- **Data Solutions:** Partnered with business stakeholders to gather requirements and personally developed internal applications tailored to their needs. Translated requirements into functional and technical specifications, ensuring comprehensive documentation and alignment with organizational goals.
 - Designed and deployed automated Power BI workflows, reducing manual reporting effort and ensuring timely data distribution across departments.
- **Software Deployment:** Evaluated and selected technology platforms in alignment with the organization's IT strategy, ensuring optimal solutions.
- **IT Support:** Delivered technical guidance and conducted software training for staff, enhancing system adoption and user efficiency.
- **System Analysis:** Conducted regular assessments of digital solutions, ensuring security, scalability, and performance while managing licenses and retiring outdated hardware.

Executive Assistant

Aug 2019 to Mar 2021 | Jan 2022 to Apr 2024

- **Administrative Support:** Assisted the CEO with analytical and expense reports, scheduling, travel arrangements, and coordinating special events and projects.
- **Citizen Development:** Leveraged Power Platform tools to develop internal apps, automate email notifications and reports, and design KPI dashboards for operational efficiency.
- **Multimedia & Design:** Created and updated maps, plant CAD drawings, web pages, infographics, and a repository of artwork, icons, and product mockups to support communication and branding efforts.
- **Communication:** Launched and managed a monthly email newsletter and digital signage for company-wide news and announcements, improving internal communication.

EDUCATION

Bachelor of Arts in Design

California State University of Los Angeles

PORTFOLIO

icr.24-ji.net

RELEVANT SKILLS

Microsoft: Word, Excel, Teams, Outlook, PowerPoint, SharePoint, Power Automate, PowerApps, PowerBI, Access, OneNote, OneDrive, Syntex, Visio, Entra

Adobe: Photoshop, Illustrator, InDesign, Dreamweaver, Premier Pro, Acrobat Pro

Web: WordPress, CSS, MySQL, PhpMyAdmin, FTP, cPanel, HTML

Google: Drive, Gmail and Calendar, AdWords, Analytics, Docs, Sheets, Slides, AdSense, Google Admin

Other: AutoCAD, QuickBooks Desktop/Online, ETQ, Paychex, Salesforce, Sage X3 ERP, Connectwise, Salesforce, QuoteWerks, BaseCamp, Monday

CERTIFICATIONS

2023 ETQ Basic Designer

2022 ETQ Administrator Certification

2022 Microsoft Power Apps Essential Training

2021 Digital Marketing, HubSpot

2021 Inbound, HubSpot

2019 Texas Notary Public

2019 Crystal Reports 2013 Essential Training

2014 Essentials of AV Technology Online, InfoComm

2014 Introduction to Polycom

2014 Polycom Voice and Video Technologies

Smith System in Carrollton, TX

Sr. Graphic Designer

Mar 2021 to Jan 2022

- » **Design:** Created layouts for web pages, blog posts, product guides, brochures, and PowerPoint presentations. Photographed and edited product images.
- » **Marketing:** Designed forms and email campaigns using HubSpot.
- » **Web:** Managed product pages, updated plugins, and handled SSL certificates and domain renewals.

AV Planners in Los Angeles, CA

Sr. Administrative Coordinator

Jun 2012 to Jun 2019

- » **Project Management:** Scheduled AV installs and service calls nationwide across multiple time zones.
- » **Sales:** Served as the first point of contact for clients, scheduled meetings, and prepared project proposals.
- » **Procurement:** Managed vendor setup, purchase orders (up to \$80K), shipping logistics, pricing updates, and trade show registration.
- » **Accounting:** Used QuickBooks and Connectwise for invoicing, collections, reconciliations, and annual 1099 preparation.
- » **CEO Support:** Prepared financial reports, including P&L, AR Aging, and Top Product sales.
- » **Onboarding:** Maintained employee records, managed benefits enrollment, and trained staff on policies and systems.
- » **Marketing:** Designed email templates, proposals, blog/social media schedules, and approved content for publishing.
- » **Digital Signage:** Created and maintained client content while providing training and support.
- » **IT:** Administered Connectwise, G Suite, domains, and user accounts.
 - o Initiated migration from desktop to cloud-based solutions and implemented an organized digital filing system which resulted in the ability to work remotely.

WORKSHOPS ATTENDED

[Jan 2024](#) Microsoft Power Up Program

[May 2023](#) Power Apps Design, Performance, and Accessibility Master Class by M365 Conferences

[May 2023](#) Govern Microsoft 365 and Power Platform by M365 Conferences

[July 2022](#) AutoCAD Foundation by Collin College

[Jan 2020](#) Corporate Culture by DallasHR

[Jul 2019](#) Human Resources 101 by DallasHR

[Feb 2019](#) Sell Peer Training by Connectwise

[Dec 2018](#) State Labor Law and Payroll Tax Seminar by DLSE/EDD

[Nov 2018](#) Federal/State Basic Payroll Tax Seminar by DLSE/EDD

[Jun 2018](#) Building and Growing a Successful AV Support Team by InfoComm

[Jun 2018](#) Project Management for Sales by InfoComm

REFERENCES

Available upon request.