

Sarelle Alcantara

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PROFESSIONAL SUMMARY

NYU Integrated Marketing graduate student with a background in psychology and experience in customer service, communication, and team collaboration. Interested in marketing, branding, and consumer behavior, with a passion for creating positive customer experience.

EDUCATION

Master of Science in Integrated Marketing - 3.8 GPA

January 2026

New York University School of Professional Studies

Certifications: Google Analytics Certification

Key Coursework: Strategy & Execution — Integrated Marketing — Digital Marketing — Statistical Measurements, Analysis & Research

Bachelor of Arts in Psychology; Minor in Sociology - 3.3 GPA

August 2020 - May 2024

The City College of New York

Key Coursework: Developmental Psychology—Psy of Personality— Infancy & Childhood— Adolescence + Youth— Race, Schools, & Policy — Disability Studies — Drug/Alcohol Abuse Causes + Treatment — Applied Statistics — Community Psychology

Awards: Cum Laude

Dean's List (2 Semesters)

PROFESSIONAL EXPERIENCE

HIBISCUS BREW

Brooklyn, NY

Barista

June 2026 - PRESENT

- Provide friendly customer service in a fast-paced café environment.
- Prepare smoothies, coffee, matcha, and specialty beverages while maintaining quality and accuracy.
- Process customer orders and handle cash and card transactions.
- Maintain a clean, organized workspace and restocked inventory throughout each shift.

RAVENS SCHOOL

Brooklyn, NY

Assistant Teacher

October 2024- June 2025

- Designed and led engaging activities that encouraged creativity and self-expression for children & parents.
- Created interactive experiences that held attention and built emotional connection.
- Adapted communication styles to different personalities and learning behaviors.

LIDS

New York, NY

Sales Associate

December 2021 - January 2024

- Achieved a 20% increase in sales targets through strong communication and product knowledge
- Contributed to visual merchandising and in-store presentation to drive customer engagement.
- Observed customer preferences and trends to recommend products and improve sales outcomes

SKILLS

• Microsoft Office • Canva • Procreate • CapCut • Communication • Customer Relations • Team Collaboration • Organization • Audience Insights • Trend Analysis • Content Creation • Presentation Skills • Adaptability • Creative Problem-Solving • Visual Communication

CREATIVE SKILLS/ INTERESTS

• Visual Art & Digital Illustration • Branding & Visual Direction • Music & Cultural Influence • Beauty, Fashion & Styling