



S. VICTORIA BARELA

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With over two decades of dedicated expertise in small business operations, marketing, human resources, and customer service, I am a seasoned professional driven by a lifelong passion for hospitality, nurtured in the heart of Nevada. Born and raised in the Silver State, I have ingrained the spirit of warm and welcoming hospitality from a young age, which has consistently reflected in my career. Throughout my career journey, I have successfully managed and operated small businesses, fine-tuning my skills in operations, marketing, and human resources, consistently achieving exceptional results. I have continually elevated customer satisfaction levels by implementing effective strategies and fostering a culture of superior service within my teams. In today's digital landscape, I am at the forefront of innovation, actively involved in developing and implementing cutting-edge social media platforms to enhance brand visibility and engage with a broader audience. My ability to adapt and thrive in the ever-evolving world of marketing sets me apart as a forward-thinking professional. With a strong foundation in Nevada's hospitality tradition and a proven track record in small business management, I am poised to bring my wealth of experience and dynamic skills to any organization seeking a seasoned leader in operations, marketing, and customer service.

EXPERIENCE

JAN 2012-
2023

GENERAL MANAGER OF OPERATIONS

PS 4 LLC, Las Vegas, NV

Worked in management environment with oversight of division level managers, operations, sales, finance, human resources, safety, and compliance.

Created new social media accounts to increase exposure and trained employees to work with Canva and daily marketing tasks. Upon taking over social media platforms Instagram insights showed +78,916% increase of exposure.

Implemented process improvement to shape organizational culture, optimize procedures for higher efficiency and help company evolve and grow.

The company started with one location and has grown now to three locations in Nevada & California. Maintained and grew this company for over twenty years.

Identified procedure or process changes required to improve performance and productivity.

Gained experience from collaborating with this company for 20 years and understanding how to pivot business operations to succeed through The Great Recession and pandemic.

Established positive and effective communication among unit staff and organization leadership, reducing miscommunications and missed deadlines.

Built and reviewed master service agreements to simplify and streamline contract negotiation

SEASONAL GUEST SERVICES AGENT- REMOTE

Enchant Christmas, Las Vegas, NV

Provided outstanding service to guests, by building positive relationships with focus on guest retention.

Gained knowledge of Enchant policies and operations.

Working in guest services allowed special insight into location difficulties and negative guest experiences.

NOV 2022-
JAN 2023

EDUCATION

AUG 2022

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION, ENTREPRENEURSHIP

University of Nevada - Las Vegas - Las Vegas, NV

MAY 2020

ASSOCIATE OF APPLIED SCIENCE, BUSINESS

College of Southern Nevada- Las Vegas, NV