

# Charlotte Dugoni

Reno, NV (Open to relocation)

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## Professional Summary

Motivated business marketing student with hands-on experience in customer engagement, retail sales, and youth program coordination. Strong ability to communicate brand value, understand customer behavior, and create positive, engaging experiences. Proven skills in teamwork, adaptability, and relationship-building, with a growing foundation in marketing strategy and consumer insights.

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## Relevant Experience

### Retail Sales Specialist

#### Therapy Stores — San Carlos, CA

*March 2025 – Present*

- Delivered personalized customer experiences by identifying needs and recommending products, strengthening brand trust and customer satisfaction
  - Built strong product knowledge to effectively communicate value and influence purchasing decisions
  - Utilized point-of-sale and digital systems to manage transactions and customer interactions efficiently
  - Contributed to a positive in-store brand image through professional communication and presentation
  - Observed customer behavior trends to better tailor sales approach and improve engagement
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### Summer Recreation Program Counselor

#### Junipero Serra High School — San Mateo, CA

*June 2023 – June 2025*

- Planned and led recreational programs, increasing participant engagement through creative activity design

- Fostered strong communication and interpersonal skills by working with diverse groups of students
  - Promoted participation and community involvement through organized group activities and events
  - Developed leadership and teamwork skills while managing group dynamics and ensuring a positive experience
  - Adapted messaging and activities to meet the needs and interests of different audiences
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## Education

### **University of Nevada, Reno — Reno, NV**

Bachelor's Degree in Business Marketing (*In Progress*)

*August 2025 – Present*

### **Sequoia High School — Redwood City, CA**

High School Diploma

*Graduated June 2025*

- California Scholarship Federation Member
  - National Society of High School Scholars
  - Academic certificates in Mathematics, IB English, and IB History
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## Leadership & Volunteer Experience

- **Ronald McDonald Teen Advisory Council** (Spring 2026)
    - Collaborated on initiatives to improve community outreach and engagement
  - **Women's Coaching Alliance** (Fall 2024)
    - Supported mentorship and leadership development programs
  - **Girls Academy Advisory Panel Representative** (Fall 2023 – Fall 2024)
    - Represented peers and contributed ideas to improve program communication and experience
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## Skills

- Customer Engagement & Relationship Building
- Communication & Brand Representation

- Time Management & Organization
  - Team Collaboration
  - Adaptability & Problem Solving
  - Basic Digital & POS Systems
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## **Languages**

- English