Lena Moskow   |

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## OBJECTIVE

In advancing my proficiency in creative writing, I leverage my academic background in psychology to curate informative content that enhances brand representation across various platforms. By adeptly engaging and comprehending target demographics through a psychological framework, I offer brands a strategic advantage in remaining agile and receptive to market fluctuations. My capacity to construct compelling narratives from abstract concepts while maintaining content integrity underscores my dedication to precision and narrative proficiency.

## PROFICIENCIES

Skillful Scientific Writing Communication Critical Thinking and Problem-Solving

Cultural Competence Process Improvements Digital Software (MS Office, Excel, SPSS)

## RELEVANT COURSES

Cellular and Molecular mechanisms of Behavior Abnormal Psychology

Perception Sociology: Life, Death, and Sex

Cellular and molecular biology Cognitive Neuroscience

Industrial/Organizational Psychology Scientific Writing

Research Development

## KEY SKILLS

###### Soft Skills:

**Emotional Intelligence (EQ). Active Listening Efficiency**

**Collaborative Attentive to detail Adaprability**

###### **Hard Skills:**

**Independent worker Knowledge in MS Office Creative storytelling ability**

**Precise and savvy writing skills Ability to understand complex technical concepts**

## LEADERSHIP AND VOLUNTEER EXPERIENCE

# Since 2015 I have been a stay-at-home mother and homemaker raising three children. My youngest is four, middle is six and my oldest is ten. Being a stay-at-home mother has taught me many skills that has shaped who I am today. Through the process of being a stay-at-home mother, I attended college and earned my bachelor’s in psychology and neuroscience (Pending: May 14, 2022)

* Attended the Hines Group Comprehensive Neuroscience Lab at University of Las Vegas, NV. Unfortunately, due to the pandemic I could not attend to the lab consistently, but I was able to analyze and compile data on different neuronal cells, examine and determine the different types of neuronal cells and catalogue my results.

## WORK EXPERIENCE

* **Established a place of business, Gorgelous, LLC, hair blow dry bar in Boca Raton in 2023.**
  + **Business Planning**: Develop a comprehensive business plan outlining goals, target market, services offered, pricing strategy, and marketing plan.
  + **Financial Management:** Establish and manage the salon's budget, including expenses such as rent, utilities, supplies, and employee salaries. Monitor cash flow, track revenue and expenses, and ensure compliance with financial regulations.
  + **Legal Compliance**: Obtain necessary permits, licenses, and insurance policies to operate the salon legally. Ensure compliance with health and safety regulations, labor laws, and other legal requirements.
  + **Business Planning:** Develop a comprehensive business plan outlining goals, target market, services offered, pricing strategy, and marketing plan.
  + **Financial Management:** Establish and manage the salon's budget, including expenses such as rent, utilities, supplies, and employee salaries. Monitor cash flow, track revenue and expenses, and ensure compliance with financial regulations.
  + **Legal Compliance:** Obtain necessary permits, licenses, and insurance policies to operate the salon legally. Ensure compliance with health and safety regulations, labor laws, and other legal requirements.
* **Beverage Server & Banquet Model at Wynn/Encore Resort in Las Vegas from years 2010 - 2015.** 
  + Uphold professional interpersonal skills while delivering exceptional customer service to patrons.
  + Promptly and accurately take and deliver drink orders, ensuring adherence to responsible alcohol service practices.
* Familiarize myself with the Point of Sale (POS) system to efficiently process orders and transactions.
* Maintain a clean, positive, and organized work environment. Promptly address any issues that may arise.
* Consistently anticipate guests' needs by offering recommendations and assistance to enhance their

overall experience.

### EDUCATION

**Bachelor of Arts -- University of Las Vegas, NV** —

Major: psychology Minor: neuroscience

[Jan 2015] — [May 14, 2022]

**Masters of Psychology – Lynn University of Boca Raton, FL** [August 2022] – [August 2023]