

Jeriel Herrera

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EDUCATION

Temple University – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

May 2028

Major: Business Management

EXTRACURRICULAR EXPERIENCE

Member, Temple Music Business Club

September 2024 – Present

Member, Association of Latino Professionals for America

September 2024 – Present

EXPERIENCE

Five Below, Moorestown, PA

August 2024 – December 2024

Sales Associate

- Provide customer service to 100+ guests weekly in a fast-paced specialty retail store
- Show customer needs by offering product recommendations, leading to a high customer satisfaction rate
- Market store events by communicating policies to contribute to overall store sales goals

Temple University Tech Center - Philadelphia, PA

January 2025 – Present

Consultant

- Provide technical support to students, faculty, and staff by troubleshooting hardware, software, and network issues in a high-volume university tech environment
- Assist users with utilizing specialized equipment such as 3D printers, video editing suites, and collaboration spaces within the Tech Center
- Collaborate with team members to maintain efficient operations and promote a productive and inclusive learning environment

St. Huberts Catholic High School, Philadelphia, PA

June 2023 – August 2023

Information Technology Intern

- Provided technical support for the repair and maintenance of electronic equipment for incoming first-year students at a Philadelphia-area private high school
- Prepared Chromebooks for incoming first-year students by verifying functionality and recycling equipment
- Addressed student needs by troubleshooting hardware and software issues

PROJECT EXPERIENCE

Business Case, Leadership & Organizational Management

October 2024

Team Member

- Collaborate with a team of 5 to predict longevity of a musician and present findings
- Conduct research to evaluate potential revenue stream, talent, marketing, and size of fan base

AI Lead Generation & Marketing Systems (Independent Project)

January 2025 – Present

- Built contractor-focused lead generation systems using Meta Ads and high-converting funnels
- Designed multi-step funnels with qualification logic (budget, timeline) to filter low-quality leads
- Automated follow-up systems using SMS and AI to increase booking and response rates
- Integrated tools (GoHighLevel, n8n, Twilio) to streamline lead routing and communication

- Conducted competitor and market research to optimize ad performance and targeting

SKILLS

TECHNICAL SKILLS:

- AI & Automation: AI-driven workflows, lead qualification systems, chatbot logic, automation sequences
- Marketing Systems: CRM setup, funnel building, lead generation systems, appointment booking flows
- Paid Advertising: Meta Ads (campaign setup, targeting, optimization)
- Automation & Integrations: GoHighLevel, n8n, webhooks, API connections
- Communication & Voice AI: Twilio, ElevenLabs
- Web & Content Creation: Website building, landing pages, conversion optimization, content creation

SOFTWARE:

Microsoft Excel, Word, PowerPoint, Outlook, Google Workspace, GoHighLevel, n8n FL Studio

LANGUAGES:

Spanish(Fluent), English(Fluent)