

YESSI PEREZ

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EDUCATION

University of Nevada, Las Vegas

August 2022 – Estimated Spring 2026

Bachelor of Arts in Psychology | Minor in Family Studies

- Relevant Coursework: General Psychology, Introduction to Psychology Major, Introduction to Statistical Methods, Research Methods, Personal Growth, Multicultural Issues and Families, Foundations of Perception, and Foundations of Cognitive Psych. G.P.A: 3.673

RESEARCH EXPERIENCE

UNLV Baby and Child Rebel Lab

January 2024 – Present

Research Assistant – Social Media Management & Client Recruitment

- Developing and maintain a consistent brand voice and persona across social media channels.
- Developing content strategies that align with the overall labs objectives and target audience needs.
- Planning and scheduling social media content across various social platforms and fostering engagement with the clients through comments, messages, and other interactions.
- Identifying and curating relevant content from various lab sources to share with the audience.

WORK EXPERIENCE

Somos Votantes/Somos PAC

January 2025 - Present

Internship, Operations & Communications Team

- Assisted in campus tabling events, increasing Latinx student participation.
- Researched and compiled a Nevada based community resource list of nonprofits and public programs.
- Built a multi-state union printing vendor database to support regional outreach teams.
- Created an internal catalog of promotional apparel and merchandise for staff and event use.
- Conducted a full social media audit to evaluate engagement and branding alignment across various social platforms.
- Designed original content for social media platforms to increase civic awareness and connection.
- Drafted outlines for proposed community video series spotlighting local voices and civic engagement.

Zappos.com – Human Resources

July 2015 – September 2020

Senior Creative Designer & Lead

- Produced high-performing creative concepts with an emphasis on employee engagement and charity.
- Interacted with project team members, clients, and technical staff to ensure adherence to timelines and quality standards.
- Performed the lead role in the design and production of print, brand identity, internal promotions, and marketing campaigns.
- Oversee design changes and improvements throughout the development process with team members.

Zappos for Good

July 2015 – September 2020

Charity and Employee Engagement Coordinator

- Assisted in collaborating with non-profit organizations to plan and run major Zappos for Good events, positively impacting over 2,000 community members.
- Contributed to the development and coordination of team-building initiatives, fostering a positive company culture in both office and remote environments.

VOLUNTEER EXPERIENCE

Salvation Army | Project Inclusion | Project 160

July 2015 – February 2020

- Organizing and overseeing community events centered around special needs, food and clothing distribution, toy drives, and children's carnivals.

HONORS & AWARDS

- College of Liberal Arts Dean's Honor List – Spring Semester of 2023
- College of Liberal Arts Dean's Honor List – Fall Semester of 2023
- College of Liberal Arts Dean's Honor List – Spring Semester of 2024
- College of Liberal Arts Dean's Honor List – Fall Semester of 2024

CLUBS & MEMBERSHIPS

- Student Member, American Psychological Association (APA) - 2023
- Undergraduate Member, International Honor Society in Psychology (PSI CHI) - 2024

PROFESSIONAL DEVELOPMENT

Webinar: Complexity of ADHD with Comorbid Disorders

November 14, 2023

American Psychological Association (APA)

- The presentation emphasized that ADHD is not just a singular condition but is frequently linked to other psychiatric disorders, complicating the overall clinical picture. Understanding and addressing these comorbid disorders is crucial for a comprehensive assessment and effective treatment of individuals with ADHD.

Webinar: Youth Mental Health: Assessment to Intervention

December 1, 2023

American Psychological Association (APA)

- The presentation highlights the need for improved identification practices to address rising youth mental health issues. The emphasis is on transitioning from traditional clinical assessments to a dynamic approach, involving diverse tools and linking assessment results with targeted interventions. These practices aim to improve the overall assessment process, better identify, and classify issues, and provide tailored support based on individual needs.

TECHNOLOGY & SKILLS

Computer: Microsoft Office Systems, Adobe Creative Suite, Workday, Jira, Asana, Slack

Languages: English, Spanish