



ROXANNE COX

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OBJECTIVE

To create a skincare business that will be recognized as a transformative force in the beauty industry, empowering individuals to embrace their natural beauty and selfcare through innovative, sustainable, and all natural skincare solutions.

SUMMARY

Highly motivated professional with two years of entrepreneurial and business management experience. Skillfully creates and maintains a professional and loyal customer service environment. Small Business Owner with experience in operations management, business strategy and financial management. Demonstrated success in taking advantage of new trends and technologies to drive business development and achieve sales goals.

SKILLS

- Research and product development
- Merchandising
- Product Branding
- Marketing
- Customer Service
- Sales leadership

EDUCATION

- 2005 ADELPHI UNIVERSITY, Garden City, NY
Master of Arts, Community Health Education
- 1999 VIRGINIA STATE UNIVERSITY, Petersburg, VA
Bachelor of Science, Biology

EXPERIENCE

2021- present Owner, Pasion de la Piel, LLC
Self Employed - Columbia, MD

- Research and create skin care products.
- Tracks and maintains inventory.
- Coordinate with vendors for product packaging and branding.
- Photograph products for sale and post pictures online to increase visibility.
- Promotes business in the community and social media platforms.
- Coordinate with webmaster to develop business website and create online advertisements.
- Developed and maintains Etsy shop.
- Reconciles daily sales and financial transaction report.
- Set pricing according to market analytics.



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- Timely management of shipments.
- Sustains professional relationships with customers.
- Educate customers on skin care procedures and products.
- Participates in vending opportunities.

BUSINESS BACKGROUND

Pasion de la Piel was started in 2021, when my favorite body scrub was discontinued. Through some research, I learned how to make the scrub myself. Then as an avid tea drinker and enthusiast, it was only natural for me to combine my love of tea and skincare. Hence, Pasion de la Piel is inspired by the many benefits of tea on the skin. The name is Spanish for “Skin Passion”, highlighting my love for healthy skin. This business sells all-natural and organic skin care products that does not contain harmful chemicals and additives.

In early 2022, the Pasion de la Piel Esty shop, and Instagram page was launched. Then on August 4, 2022, Pasion de la Piel LLC was established and approved through the State of Maryland. In February 2023, the Facebook business page was created. In March 2023, UENI was contracted to create a professional business website.

In 2022, 1,030 shoppers visited the Esty shop with 19 orders completed as well as 10 direct orders fulfilled outside of Esty. In addition, Pasion de la Piel participated as a vendor in the following 3 events: the Afro-Latino Festival of NYC 2022, the 3rd Summer Series and the 3rd Holiday Bazaar. Items can also be purchased as custom gifts or favors for any event. Hence, a special order of 30 items for a Baby Shower in March 2022 and 40 items for the 3rd Opening event in November 2022 were completed.

In the first half of 2023, there were 742 visits to the Esty shop with 8 orders completed. Since the launch in March, there were 1125 visits to the business website with 20 orders. In addition, we were a vendor at the following 3 events: Scents and Elegance, Reggae in the Park and the Women of Color Arts Exhibition. Also, our products are being sold at the Face Place & The Spot Wellness Lounge as well as Busboys & Poets in Columbia, MD.

PROFESSIONAL AFFILIATIONS

The 3rd member