

Jasmine Orozco

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Results-driven professional with 19 years of customer service experience, including expertise in recruiting, HR operations, event coordination, and brand management. Proven success supporting multi-state recruiting initiatives across 45 branches, managing full-cycle recruitment, employee relations, payroll operations, and large-scale events. Skilled in social media marketing, client relationship management, and cross-functional collaboration, with a strong ability to build positive workplace cultures and deliver exceptional customer experiences.

Experience

EARTHTONES COMPANIES | MIDLOTHIAN, TX

JAN 2026 – APRIL 2026

Brand and Event Coordinator

- Managed and maintained company social media platforms by developing, scheduling, and publishing engaging content aligned with brand strategy and business goals.
- Coordinated and executed company events from initial planning through post-event completion, overseeing logistics, vendor relations, timelines, and on-site operations.
- Maintained brand consistency across digital platforms, marketing materials, promotional campaigns, and event experiences.
- Produced high-quality photo and video content to support marketing initiatives, social media engagement, and brand visibility.
- Collaborated cross-functionally with internal teams to develop and promote events, campaigns, and company communications.
- Analyzed social media performance metrics and optimized content strategies to improve audience engagement and reach.

JULY 2025 – JAN 2026

HR & Payroll Supervisor

- Supervised end-to-end payroll operations, including employee onboarding, timekeeping management, payroll processing, and compliance with company policies and regulations.
- Led the development and implementation of a structured recruiting department by establishing applicant tracking systems, standardized hiring workflows, job descriptions, and interview processes.
- Managed full-cycle recruitment across multiple business units, including job postings, candidate sourcing, screening, interview coordination, and offer management.
- Developed and executed employer branding and recruitment marketing strategies through social media platforms such as LinkedIn and Instagram to enhance company visibility and attract top talent.
- Served as a bilingual (English/Spanish) HR liaison, facilitating effective communication related to employee relations, policy interpretation, onboarding, and training initiatives to support an inclusive workplace culture.

BRIGHTVIEW LANDSCAPE | VENTURA, CA / SANTA CLARA, CA

NOV 2024 – JULY 2025

Account Manager

- Developed and maintained strong long-term client relationships while managing a portfolio of 31 commercial accounts, including 2 national accounts.

- Conducted routine site walkthroughs with clients to ensure service quality, operational standards, and customer expectations were consistently met.
- Resolved client concerns promptly and effectively to strengthen client satisfaction, retention, and overall account performance.
- Proactively identified and presented site enhancement opportunities to improve property appearance, functionality, and client value.
- Collaborated with branch administration to maintain accurate and up-to-date client records and account information within company databases.
- Supervised landscape crews and personnel, ensuring efficient operations, productivity, and adherence to company standards and safety protocols.
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JUNE 2022 – NOV 2024

Market Recruiter

- Developed and executed strategic sourcing initiatives to attract qualified candidates across designated markets and strengthen employer brand presence within local communities.
- Represented the company at job fairs, school events, and community outreach programs to build talent pipelines and community partnerships.
- Managed full-cycle recruiting activities, including candidate sourcing, screening, bilingual (English/Spanish) interviews, and hiring coordination with branch leadership.
- Maintained candidate data and hiring activity within Jobvite ATS to ensure accurate recruitment tracking and compliance.
- Partnered with management teams to forecast staffing needs and trained account managers on effective interviewing and candidate selection practices.

Accounts Payable

- Processed and reviewed invoices for accuracy, ensuring proper vendor information, payment details, and compliance with company procedures.
- Maintained positive working relationships with vendors and internal branch teams to support efficient accounts payable operations.

JUNE 2016 – JULY 2019

KINETIC EVENTS | EVENT MANAGER | SAN FRANCISCO, CA

- Prepare and fulfill a full range of event manager tasks; oversee the event itinerary and manage all aspects of event staff, including scheduling (i.e., breaks and shifts).
- Maintain customer relationships and serve as the main point of contact for customers.
- Train staff for customer footprint and assign duties.
- Company associations: Agari, Apple, Facebook, Google, Coca-Cola, LinkedIn, AT&T, T-Mobile, MUBADALA, Puma, Roth, Singularity, Unity, Nvidia