

**EDUCATION**

**University of San Diego**, San Diego, CA  
Bachelor of Business Administration in Marketing  
GPA: 3.55

Expected May 2020

**Semester at Sea**, University of Virginia

Aug. 2018 - Dec. 2018

- Traveled to 16 countries in four months with over 500 students
- Studied different cultures through field labs, service projects, and global-oriented classes

**WORK EXPERIENCE**

**Marketing Assistant**

May 2018 - Present

**Red Door Interactive**, San Diego, CA

- Assist with building HTML email campaigns including welcome, newsletters, win-backs and one-offs
- Maintain and analyze reporting to improve campaigns, applying a strong attention to detail and organization
- Test and optimize subject lines, content, placements and ad copy to maximize click rates and user engagement
- Work with external affiliates to set up and test new offers, utilizing professional communication
- Collaborate cross-departmentally and research industry-specific sites for new marketing angles and opportunities
- Write client materials, press releases, press packets, brochures, presentations and website information for various clients

**Social Media Consultant**

May 2017 - Sept. 2017

**TakeLessons.com**, San Diego, CA

- Analyzed customer engagement, experience and retention through management of social media accounts and analytics
- Increased brand awareness and contributed to 20% user growth from USD student population
- Developed the brand image of a start-up company through social media marketing primarily targeting kids, mothers, and military families
- Created the company's LinkedIn account and coordinated donation events at military units for families with deployed soldiers

**LEADERSHIP AND VOLUNTEER EXPERIENCE**

**Vice President**

Jan. 2019 - Present

**American Marketing Association (AMA)**, University of San Diego

- Lead AMA University of San Diego collegiate chapter by planning and holding meetings, hosting speakers, marketing panels and workshops that help students to broaden their marketing knowledge and learn relevant skills
- Work with the San Diego AMA professional chapter and the local collegiate chapters to plan events and develop marketing leaders

**Volunteer**

May 2017 - Aug. 2017

**Habitat for Humanity**, University of San Diego

- Collaborated with a team of 15 fellow volunteers to develop houses for those in need in the San Diego area

**RELATED PROJECT**

**International Marketing Project**

Fall 2018

**Semester at Sea**

- Compiled and presented a marketing analysis of international social media practices in Spain, Germany, Russia, Argentina and Brazil

**AWARDS**

First Academic Honors/Dean's List, University of San Diego

Fall 2017, Spring 2018

Mortar Board Scholarship Recipient, University of San Diego

Fall 2016, Spring 2017

**SKILLS**

Social media applications (Facebook, Instagram, Pinterest, Snapchat, Twitter, etc.)

Certified in Google Analytics and Google Ads

Certified in Microsoft Excel & Excel Specialist

**1** GPA is not required to be listed on the resume.

**3** Get involved! Employers are interested in individuals who can show interest in activities outside of the classroom.

**2** Analytics software and skills are crucial in marketing. Develop these skills and include them in your resume.

**4** A Related Projects section is encouraged because it allows you to add your marketing-related experiences to your resume.