

ADRIANA VILLEGAS

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Skills

- Project Management
- Data Analysis
- Microsoft Office Suite
- Website Management
- Problem Solving
- Budget Tracking
- Customer Service
- Vendor Communications
- Salesforce
- Mailchimp
- Sprout Social
- Fluent in Spanish

Education

Bachelor of Science in Marketing

DePaul University
March 2017

Certificate in Digital Marketing Strategy

DePaul University
Fall 2018

Professional Experience

Project Coordinator

The University of Chicago
November 2018 - Present

- Organize the recruitment of faculty and directors
- Manage weekly Neuroscience Seminar Series by arranging speakers, travel and meetings
- Assist the Undergraduate Major Director with the Neuroscience Major and events
- Administer timely payments to vendors and reimbursements to students and guests
- Track budgets and manage payments for the Institute and Center departments
- Maintain the Neuroscience Institute website
- Create marketing and educational materials using Canva and InDesign
- Send daily and weekly reminders using Facebook and email campaigns in Mailchimp

Marketing Associate

Discover Financial Services
December 2017 - August 2018

- Planned and executed projects to increase acceptance and awareness in North America
- Worked across cross-functional teams to manage day-to-day activities and campaigns
- Managed the creation, purchases and invoices for custom signage products from vendors
- Created social media posts for partners in the Caribbean and Latin America
- Maintained the Shop Hawaii offers and worked with an agency to update the Shop Hawaii website
- Analyzed campaign outcomes and worked on new strategies and recommendations

Customer Marketing Specialist Intern

Road To Status
April 2017 - December 2017

- Revised and translated press releases and articles in English and Spanish
- Helped drive customer service and marketing initiatives for B2C
- Analyzed data to propose solutions to customer experience issues and reduced refunds by 25%
- Managed marketing projects with an independent film company to organize user video interviews
- Created social media posts for Twitter and Facebook and managed postings through Sprout Social

Cause Marketing and Corporate Partnership Intern

Make-A-Wish Illinois
June 2016 - September 2016

- Worked with various local and national corporate partners who support wishes in Illinois
- Applied for numerous Walmart grants that were awarded to Make-A-Wish Illinois
- Helped spread awareness about local Panera Lemon-Aid stand events and Walk for Wishes
- Coordinated volunteers and assisted wish families on marketing campaigns
- Sent weekly updates on projects to management team