

ANDREA MARTIN | RESUME

Business Owner

+1 (909) 631-4299
andrea.roxy16@gmail.com

Professional Summary

Marketing-driven business owner with a strong foundation in brand development, customer experience, and digital engagement. Skilled in crafting compelling marketing campaigns, analyzing consumer behavior, and leveraging social media to drive brand visibility and client acquisition. Combines hands-on retail experience with strategic planning to grow businesses, optimize customer journeys, and deliver measurable results. Passionate about using creative storytelling and data insights to connect with audiences and build lasting brand loyalty.

Technical Skills

- **Programming Languages:** R, Python, SQL, etc.
- **Web Technologies:** HTML, CSS/SCSS, Quarto, CMS, Google Analytics, etc.

Education

Bachelor of [Business Administration] - [Marketing]- [Cal Poly Pomona]

2021 – 2025

Work Experience

Sales Associate - Palm Beach Tan

May 2020 – June 2022

- Sold tanning products and memberships by assessing customer needs and recommending tailored solutions.
- Used POS systems and CRM tools to manage sales, track customer preferences, and process transactions efficiently
- Consistently met or exceeded montly sales targets, contributing to a 25
- Trained new hires on product. knowledge, customer service protocols, and sales techniques to ensure consistent team performance

Sales Associate - Disneyland

August 2022 –
December 2023

- Led a project focused on optimizing merchandise displays to enhance guest experience and drive product visibility.
- Collaborated cross-functionally with inventory, visual merchandising, and guest services teams.
- Managed sales transactions, restocked inventory, and supported promotional campaigns for seasonal merchandise.
- Contributed to strategic planning by providing guest feedback and sales insights to improve retail performance.

Founder & Nail Technician - Self-Employed – [_nailsbydre]

October 2020 – May
2025

- Led the launch and ongoing growth of a personal brand offering nail services, focusing on quality, creativity, and client satisfaction.
- Collaborated with suppliers, managed bookings, and maintained client relationships through social media and scheduling tools.
- Managed marketing campaigns, service menus, and business operations, contributing to consistent monthly revenue growth.
- Contributed to strategic planning by analyzing trends, adjusting offerings, and maintaining strong customer retention rates.