

# Jessica Lopez

## Marketing Specialist

### Education

2019–2023 **BA in Marketing**, *NYU Stern*, GPA: 3.7

### Experience

Summer 2022 **Marketing Intern**, *OmniBrands*

- Managed social media campaign reaching 500K+ impressions
- Analyzed customer data to identify \$250K upsell opportunity

### Campus Leadership

VP of Business Society (2021–2023)  
Marketing

- Grew membership by 120% through targeted campaigns

### Digital Skills

Google Analytics   
SEO/SEM   
Canva