

ISAIAH BERNAL

SANTA ANA, CA | (657) 210-2651 | ISAIAH.BERNAL17@GMAIL.COM | WWW.LINKEDIN.COM/IN/ISAIAHBERNAL/

EDUCATION

Azusa Pacific University | Azusa, CA

M.S. Research Psychology and Data Analysis Program

Expected May 2023

California State University, Fullerton, CA

B.A. Psychology | Minor, Marketing

May 2021

RESEARCH EXPERIENCE

Lead Researcher | Effects of SES on Impulsive Buying | California State University, Fullerton August 2020 - January 2021

- Conducted research on effects of socioeconomic status on consumer behavior to create a positive experience for both consumer and organization
- Generated literature reviews of consumer behavior to identify what information has already been found and additional ways where research could be conducted

WORK EXPERIENCE

Peer Navigator | Project Rebound - California State University, Fullerton

January 2021 - May 2021

- Mentor, guide, and assist formerly incarcerated first year Project Rebound students toward a successful transition in a university by addressing their needs of prior traumas and stress
- Assisted mentees by identifying their strengths and weakness and how to capitalize plus advocate for resources on campus like counseling, advising, and planning
- Researched and compiled a list of resources for mentees focused on their needs
- Identified mentees needs, generated a comprehensive guide for my mentee to follow and tracked their progress
- Provided weekly case management notes to my supervisor and met weekly with my supervisor for debriefing

Mentor | Department of Juvenile Justice - Project Rebound | California State University, Fullerton January 2020 - April 2021

- Encourage incarcerated youth through workshop presentations by addressing former experiences and question/answer opportunities to encourage mentorship
- Evaluate youth goals by building relationships
- Provide a comprehensive roadmap for youth to reach by informing and lending support
- Strategize and apply positive outcomes with youth by engaging with their wants and needs
- Inspired youth by consciously engaging with them and inspiring hope for change

Enrollment Assistant | Project Rebound - California State University, Fullerton

August 2019 - December 2020

- Recruit students on and off campus by identifying and informing students through tabling, hosting workshops, and visiting outside facilities in order to increase enrollment
- Utilize social media platforms to enhance and increase awareness to potential members and local communities
- Provided presentations to group gatherings on campus and to system impacted juveniles

AWARDS & AFFILIATIONS

Social Media Coordinator | Rebound Scholars | CSUF

August 2020 - May 2021

Social Media Committee | American Marketing Association | CSUF

August 2020 - May 2021

Inter-club council Representative | Latinx Student Psychological Association | CSUF

August 2019 - December 2019

CERTIFICATIONS

- Google Ads (AdWords) Essential Training
- Google Analytics Essential Training
- Marketing Foundations: Consumer Behavior
- Complete IBM COGNOS Analytics 11 Cloud Training Course
- WordPress.com Essential Training
- SEO Foundations
- Marketing Customer Analytics, Segmentation & Targeting

VOLUNTEERISM

Youth Mentor | Just Us 4 Youth | Pomona, CA

July 2020 - August 2020

Enrollment Assistant | Project Rebound | Cal Poly Pomona

August 2018 - May 2019

Youth Mentor | Youth of Promise Flintridge Center | Pasadena, CA

August 2018 - December 2018