

ISAIAH BERNAL

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EDUCATION

California State University, Fullerton, CA
B.A. Psychology
Minor, Marketing

May 2021

Citrus Community College | Azusa, CA
A.A. Psychology & Sociology

June 2019

RESEARCH EXPERIENCE

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

- Conducted research on effects of socioeconomic status on consumer behavior in order 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

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

- 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

Enrollment Assistant | Project Rebound - California State University, Fullerton August 2019 - Present

- 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

AWARDS & AFFILIATIONS

Social Media Coordinator | Rebound Scholars | CSUF 2020 - Present

Social Media Committee | American Marketing Association | CSUF 2020 - Present

Inter-club council Representative | Latinx Student Psychological Association | CSUF August 2019 - December 2019

General Member | Latino/a Business Student Association | CSUF August 2019 - May 2020

President's List | Citrus Community College | Azusa, CA May 2019

Dean's List | Citrus Community College | Azusa, CA December 2019

Member & Volunteer | Anti-Recidivism Coalition | Los Angeles, CA January 2018 - March 2020

CERTIFICATIONS

- Google Ads (AdWords) Essential Training
- Google Analytics Essential Training
- Marketing Foundations: Consumer Behavior
- WordPress.com Essential Training
- SEO Foundations
- Marketing Customer Analytics, Segmentation & Targeting
- Complete IBM COGNOS Analytics 11 Cloud Training Course
- Dialectical Behavior Therapy group
- Cognitive Behavior Therapy group
- Emotional Regulation group
- Stress Management group
- Anger Management group

VOLUNTEERISM

Youth Mentor | Just Us 4 Youth | Pomona, CA July 2020 - Present

Enrollment Assistant | Project Rebound | Cal Poly Pomona August 2018 - May 2019

Youth Mentor | Youth of Promise Flintridge Center | Pasadena, CA August 2018 - December 2018

Volunteer | Autism Speake Walk | Pasadena, CA April 2018 - April 2018

Crossing Guard | Megan's Wings 5K | Upland, CA September 2017 - September 2017