

Professional Summary

Results-oriented marketing and analytics professional with a strong foundation in digital strategy, data science, and campaign execution. Skilled in CRM systems, social media strategy, email marketing, and cross-functional collaboration. Known for driving program growth, developing strategic partnerships, and leveraging analytics to improve performance.

Technical Skills

- **Programming Languages:** R, SQL, PowerBI, Tableau, Google Analytics
- **Tools & Platforms:** Microsoft Office, Google Suite, Netforum, SurveyMonkey, Canva, ServiceNow, Cornerstone OnDemand, Wrike, Entrata, Capcut
- **Web & Marketing:** Social Media Strategy, Email Campaigns, CRM Integration, Content Scheduling

Education

# A tibble: 2 x 5				
what	when	with	where	why
<chr>	<chr>	<chr>	<chr>	<lis>
1 M.S. in Digital Marketing Analytics	Expected 2025	College of Busi~	Cali~	<chr>
2 B.A. in Business Administration	Completed	College of Busi~	Cali~	<chr>

Work Experience

# A tibble: 4 x 5				
what	when	with	where	why
<chr>	<chr>	<chr>	<chr>	<list>
1 Individual Member Coordinator	Aug 2024 - Pres~	Spec~	<NA>	<list>
2 Marketing & Leasing Coordinator	Oct 2023 - Aug ~	The ~	<NA>	<list>
3 Learning & Development Technical Associate	May 2022 - Jun ~	Pand~	<NA>	<list>
4 Shift Leader	Jan 2021 - Jan ~	Chic~	<NA>	<list>