George Barahona

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EDUCATION

California State Polytechnic University, Pomona, *M.S in Digital Marketing Analytics | Pomona, CA*
- **GPA** 4.0
- **Relevant Coursework:** Customer Analytics, Database Marketing, Search Engine Marketing, Market Forecasting
Digital marketing, Data Science

California State University of Fullerton, *B.A Business Administration |* Fullerton, CA
- **GPA**: 3.3
- **Relevant Coursework**: Business Analytics, Principles of Info System, Spreadsheet Modeling, MKTG for Entrepreneur, New Venture Launch, Venture Creation / Funding

WORK EXPERIENCE

Individual Member Coordinator–Specialty Equipment Market Association, Diamond Bar, CA   Aug 2024-Present
- Contributed to the development and launch of SEMA+, a B2C membership program
- Managed data reporting, CRM integration, and collaboration with accounting, IT, and marketing teams to ensure smooth operations and program scalability
- Contributed to the development of digital marketing campaigns, social media strategy, influencer outreach, and member communication to grow engagement
- Contributed to the inquiry of new partner brands to secure exclusive discounts and perks, enhancing the overall value proposition of the SEMA+ membership
- Respond to all inbound member inquiries through Outlook

Marketing & Leasing Coordinator - The Current/Asset Living, Pomona, CA   Oct 2023 – Aug 2024
- Managed the entire leasing process
- Leased up property to 100% 2 months before move-ins
- Utilized social media analytics for insights and to organize Instagram social content & schedule
- Develop & Implement social media marketing and on campus outreach activities

Learning & Development Technical Associate - Panda Restaurant Group, Rosemead, CA May 2022 - Jun 2023
- Executed an internal email marketing campaign to promote Rosetta Stone licenses to employees, which resulted in full license uptake, leading to a waitlist of 30+.
- Oversaw LMS operations for the University of Panda, ensuring compliance with materials, regulations, and training for all company associates
- Delivered technical support to operational teams during weekend & early morning hours utilizing ServiceNow
- Elevated community engagement at the University of Panda by facilitating discussions and nurturing a online environment aligned with the organization's core values

Shift Leader - Chick-fil-A, Arcadia, CA   Jan 2021 – Jan 2022
- Develop & implement training programs for employees on cash handling procedures to prevent errors
- Oversaw vault & closure of the store, conducting a final walk-through to ensure completion
- Created training content to educate employees on store task for opening, midday, and closing of the store.

Technical Skills: Microsoft Office, Google Suite, Rstudio, SQL, PowerBI, Tableau, Wrike, Google Analytics, Netforum, SurveyMonkey, Canva, ServiceNow, Cornerstone OnDemand, Entrata, Capcut