**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