

ANDREA ACEVES | RESUME

Membership Specialist

+1 (909) 242-5370
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Professional Summary

Motivated and detail-oriented marketing and analytics professional with a strong background in data interpretation, campaign strategy, and digital tools. Skilled in turning insights into action and communicating value across business teams.

Technical Skills

- **Programming Languages:** R, Python, SQL
- **Web Technologies:** HTML, CSS/SCSS, Quarto, CMS, Google Analytics

Education

Master of Science in Digital Marketing - College of Business- Cal Poly Pomona 2023 – Expected Graduation 2025

Bachelor of Science in Public Relations - College of Letters, Arts, and Social Sciences- Cal Poly Pomona 2018 – 2022

Work Experience

Membership Specialist - Girl Scouts of Greater Los Angeles Jul 2023 – Present

- Lead membership growth and retention strategies across regional areas.
- Facilitate volunteer onboarding, conflict resolution, and leader training.
- Organize community events and service area meetings.
- Utilize Salesforce CRM and analytics dashboards to track engagement.

Area Manager - Amazon Apr 2024 – Jul 2024

- Supervised warehouse operations, including labor planning and safety protocols.
- Managed staffing levels to ensure fulfillment targets were met.
- Monitored KPIs and led continuous improvement initiatives.

Shift Lead - Best Buy Jun 2021 – Jan 2023

- Managed inventory and led store teams during peak retail hours.
- Trained employees on customer service and merchandising standards.
- Assisted with promotional campaigns and operations.