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| **Isabel Yasana** | |
| 3120 NW John Olsen Ave. Apt. 20205, Hillsboro, OR, 97124 • 503-830-8195 • Isabel.yasana@nike.com | |
| OBJECTIVE | |
| *To obtain a position as a Sales Account Manager where I can maximize my Project Specialist background, ability to work well with people, and continuously learn in the pursuit of achieving functional excellence, thus enabling me to make a positive contribution to the organization.* | |
| HIGHLIGHTS | |
| * Software Proficiencies: MS office suite tools: Word, Excel, PowerPoint, Outlook, Visio, and other research databases * Highly organized, detail oriented, level headed in fast-paced working environments * Friendly, reliable, mature, positive attitude, and strong communicator * Familiarity with Nike matrix and competent working in the Digital Social Media space | |
| LEADERSHIP AND COMMUNITY SERVICE | |
| * Nike Native American Friends Network: Involvement in community events within Portland Native Community, NAYA Youth Movement Day, Native Wellness Institute Youth Camp, NAYA Volleyball Coach, Oct. 2012-October. 2013 * United States Student Association Legislative Conference Delegate: Washington D.C., March 2011 * Member: Southern Oregon University Native American Student Union (NASU), Sept. 2006-June 2012 * NASU Publicist: Coordinated, advertised, and planned fundraising events, including Annual Powwows, Sept. 2008-June 2010 * Basketball Coach at Kids Unlimited for 5th grade girls & 7th/8th grade boys: Medford, Oregon, Fall/Winter 2009-2012 * Junior Varsity Assistant Basketball Coach: South Medford High, Winter 2010 * Varsity Volleyball Player: Southern Oregon University, August 2006- May 2007 | |
| WORK HISTORY | |
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| October 2012- Present  Nike N7 Project Specialist  NIKE Inc. via FLEX  Beaverton, OR | * Coordinate N7 team meetings, events, manage the GM of N7 calendar, and expense reports * Create consumer traffic through engaging and responsive social media communication and storytelling * Produce and implement N7 social media campaigns around product launches, N7 Ambassadors, and events * Increased the N7 Facebook community by 27% and N7 Twitter following by 22% since October 2012 * Assist in the N7 Fund grant reviewing process and managed the N7 Fund inbox * Brief external creative agencies to build digital campaigns and develop content and distribution cadence |
| June 2011-Sept. 2011  Nike N7 Marketing Specialist Intern  NIKE Inc.  Beaverton, OR | * Coordinated N7’s digital social media platforms through Facebook, Twitter, and website * Increased Facebook likes by 34% and Twitter Followers by 50% over 13 week period * Managed N7 website content through product launches and N7 Fund grant recipient information * Drove execution of the Nike N7 Toolkit that is used as a resource to promote benefits of access to sport * Oversee 280+ Air Native accounts in North American: application set up, password reset and general Q&A |
| June 2010-August 2010  Alaska Native Policy Intern  First Alaskans  Institute (FAI)  Anchorage, AK | * Updated Census 2010 Regional Fact Sheets posted on the FAI website * Compiled and edited notes for FAI weekly community discussions with KWHL Radio representatives that worked towards implementing a plan to ensure broader community awareness of racism * Established research tool kits for Developing Policy Makers on the process of running for public office that included; support, checklists, Alaska Public Offices Commission requirements, and deadlines * Participated in and hosted “Think Tank” discussion increasing AK Native representation in public office |
| Oct. 2007-May 2010  Barista  Dutch Brothers Coffee  Ashland, OR | * Assisted supervisor in stock orders and kept stand clean to Oregon Restaurant and Lodging Association standards. * Duties included: brewing coffee, tea, espresso, Italian sodas, and other specialty beverages * Provided cleanliness throughout the stand and assisted supervisor in stock orders |
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| EDUCATION | |
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| Sept. 2006-June 2012 | Bachelor of Science, Business Administration, Southern Oregon University, Ashland, Oregon  Bachelor of Science, Health and Physical Education, Southern Oregon University, Ashland, Oregon  Minor in Native American Studies Diversity Scholarship Recipient |
| Sept. 2010-Dec. 2010 | Study Abroad Exchange, University of Winchester, England  Business Classes: Human Resource Concepts and Project Managing Marketing  Sport Classes: Exercise Physiology and Psychomotor Learning & Performance |