KARINA AHUMADA

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EDUCATION

University of California San Diego
La Jolla, CA | Fall 2022- Spring 2026

- Bachelor of Arts in Psychology, Minor in Marketing

MARKETING EXPERIENCE

Historian Committee for Nueva Herencia de UC San Diego | Instagram: @NHdeUCSD

La Jolla, CA | October 2023 - Active

- Nueva Herencia unites Latinx individuals to combat cultural stereotypes, embrace diversity, and support students overcoming challenges in higher education for an inclusive community.
- Supported the historian by capturing photos and videos during organization-hosted events.
- Taken on the responsibility of producing, editing, and starring in video interviews with club members.

UC San Diego Bookstore Model | Instagram: @UCSDBookstore

La Jolla, CA | January 2023

- Assisted UCSD Bookstore Marketing team as a student model, promoting merchandise.
- Showcased merchandise to promote and drive sales by wearing specific items as directed.
- Captured engaging visual content, including photographs and videos, for the UCSD Bookstore Instagram account and website.

Social Media Assistance for Small Business | Instagram: @EmeraldBeautyStudios

Oxnard, CA | October 2020 - October 2022

- Assisted in growing my family's small business by promoting their services on social media. The business owner achieved substantial growth in followers and successfully attracted new clients.
- Created visually appealing flyers for promotion on Instagram and Facebook.
- Produced video transitions showcasing before and after results of lash services on clients.

Running a school club Instagram account | Instagram: @OxnardTealClub

Oxnard, CA | October 2020 - June 2022

- Founded high school club addressing sexual assault/harassment awareness and education.
- Established and managed a successful Instagram account, attracting followers and recruiting members.
- Oversaw club communication, sharing meeting times, workshops, and TEAL Club events.
- Collaborated with nonprofits to contribute to community education initiatives.

VOLUNTEER WORK

UC San Diego Health Jacobs Medical Center
La Jolla, CA | October 2023 - Active

- Volunteer weekly for 4 hours at Jacobs Medical Center on the Postpartum Unit.
- Perform diverse tasks, including running errands, handling labs, retrieving equipment, obtaining blood products from the Blood Bank, and assisting with patient transportation during discharges etc.

WORK EXPERIENCE

Paraeducator Substitute for the Oxnard Elementary School District

Oxnard, CA | June 2023 - September 2023

- Actively support the teacher in a range of daily classroom activities.
- Supervise and closely monitor the students, fostering a positive and inclusive atmosphere that encourages active participation, promotes social interactions, and facilitates the students' overall growth and development.

Health Assistant at Driffil Elementary School

Oxnard, CA | July 2023 - Active

- Administer first aid and provide essential medical treatment to students at the school.
- Responsible for establishing and maintaining accurate and organized medical records, reports, and referrals.

Clerical Assistant at the Oxnard School District Enrollment Center

Oxnard, CA | July 2022 - September 2022

- Facilitated enrollment of students by scheduling appointments for parents and assisting them throughout the enrollment process.
- Conducted data entry tasks on the computer to ensure accurate and up-to-date records.
- Exhibited independent judgment and personal initiative in managing various clerical duties.

SKIILS & QUALIFICATIONS

- Proficient in using Canva, Adobe Lightroom, and Premiere Pro for comprehensive video and photo editing.
- Proficient in using Excel, VS Code, HTML, CSS , FIGMA and Javascript for Computing.
- Experienced and passionate about content creation, particularly on platforms like Instagram, Reels, and TikTok.
- Receptive to constructive criticism and able to maintain a positive attitude.
- Highly motivated and open-minded, always eager to learn new skills.
- Bilingual in Spanish and English, with the State Seal of Biliteracy.