

Jennifer Cruz

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EDUCATION

Georgia State University | Cumulative GPA 3.8 Atlanta, GA
Bachelor of Business Administration: Finance | Concentration: Sales & Real Estate May 2023
Awards: First Generation Coca Cola Scholarship, Truist Technology Scholarship, The Joiner Achievement Academy Scholarship, E. L. Abbie Abercrombie Scholarship, Corvias Scholarship, and HOPE Scholarship.

PROFESSIONAL EXPERIENCE

Science Creations | *Social Media Strategist, Intern* | Atlanta, GA August 2019-March 2021

- Produce content in both English and Spanish for print, Instagram, Facebook and monthly newsletters in MailChimp; content includes gifs, memes, reels, stories, written posts, and shared content that preserves design and voice consistency
- Implement marketing and promotion tactics (Social Media Ads, SEO Optimization, Bilingual Flyers) resulting in a 55% growth in total social media shares and a 40% increase in website traffic
- Host monthly S.T.E.A.M after school programs for 25 elementary students with interactive science experiments and presentations to prepare students for global competitiveness

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Project Destined | *Real Estate Bootcamp Participant* | Atlanta, GA April 2021-Present

- Selected to participate in the MLT x Project Destined Real Estate Bootcamp.
- Topics covered include Real Estate Fundamentals, Art of Deal Making, Fundamentals of Valuation, and Fundamentals of Capitalization.

Management Leadership for Tomorrow | *Career Prep Fellow* | Washington, D.C. February 2021-Present

- Selected as one of 1,000 for an 18-month professional development program for high-achieving diverse talent
- Complete business case studies and intensive projects to hone analytical, quantitative and communication skills
- Participate in conferences hosted by industry leaders, such as Deloitte, Google, Goldman Sachs, and Target

SEO Career | *SEO EDGE Participant* | New York, NY February 2021-Present

- Receive coaching and online instruction to achieve targeted interview, technical, and professional developmental goals
- Learn business fundamentals in Real Estate, Markets, Investment Banking, and Technology to compete successfully for internship opportunities
- Complete targeted training and assessments focused on developing technical skills, industry knowledge, and focus

LAUNCHGSU | *Member* | Atlanta, GA June 2020-Present

- Partner with peer entrepreneurs to learn about developing business ideas and launching new brands
- Hone personal business ideas through peer review, feedback, and faculty advisory

Eric J. Joiner Achievement Academy | *Member, Cohort 3* | Atlanta, GA March 2020-Present

- A highly selective 3-year professional development program designed to provide personal and professional development experiences that will complement the academic curriculum at the Robinson College of Business
- Received individualized coaching and live instruction to achieve interview, technical, and professional developmental goals
- Most Recent Project: Innovation Nation, competed in teams across all cohorts to build a business and pitch to an All-Star panel

American Marketing Association | *Member* | Atlanta, GA September 2019-Present

- Learn about current marketing trends like semantic keyword research, personalization, shoppable posts, and voice search optimization.
- Attend three networking events quarterly and build professional network for support and growth.

First-Generation Coca-Cola Scholarship Program | *Member* | Atlanta, GA August 2019-Present

- Participate in volunteer activities in the Atlanta area for 10+ hours each semester, like Books for Africa and Joiner Achievement.
- Attend monthly meetings to ensure personal equipping in academic success, professional development, and post-graduate plans

SKILLS & INTERESTS

Language: Spanish (Fluent, Spoken and Written)

Technology: Canva, MailChimp, Excel, PowerPoint, Word, RStudio, Social Media Content Planning/Graphic Design.

Interests: Travel, Yoga, Dance, and First Gen/Low-Income Advocacy.