

Alex Padayao

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EXPERIENCE

COREWARE GROUP

July 2020 - October 2020

Partnerships Manager

- Identified over 200 potential leads looking for mobile application development services by utilizing cold calling and email outreach strategies
 - Built relationships with interested leads and organized 20+ informational meetings between those leads and the company's Partnerships Director
 - Updated and maintained sales pipeline using HubSpot CRM account to keep track of lead acquisition and the development of existing clients
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PROJECTS

CRISPS AND CRACKLES

November 2022 - December 2022

Media Planner

- Developed strategic marketing plans to maximize client's brand exposure across multiple social media platforms
- Researched competitors for the product and current industry trends in health and wellness

HUE COLLECTIVE

March 2020 - September 2021

Writing Lead

- Managed a team of 6 writers to coordinate and develop written content for three online publications
- Scheduled and executed virtual interviews with various design professionals about their field of work

GREAT GLOBAL CHALLENGE HACKATHON

July 2020

- Performed market research about youth exercise and emerging industry trends regarding health and well-being
 - Developed *Benji*, a prototype mobile application focused on increasing youth exercise, and presented its functionality to a panel of judges describing its functionality and what social problems it aims to address
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SKILLS

Language: Conversational Spanish

Certifications: Google Ads, Apple Search Ads, Google Analytics, Meta Digital Marketing

EDUCATION

COOP CAREERS

August 2022 - December 2022

Digital Marketing Apprentice

- Developed comprehensive skills in Microsoft Excel, Google Ads, Powerpoint, Google Analytics and Meta Blueprint.
- Learned the fundamentals of digital marketing topics such as: SEM/SEO, Paid Social, and Media Planning

RADY SCHOOL OF MANAGEMENT MICROMBA

July 2022 - August 2022

- Introduced to business concepts from high-caliber Rady School of Management faculty.
- **Coursework:** Strategic Marketing, Industry Analysis, Product Innovation

UNIVERSITY OF CALIFORNIA - SAN DIEGO

September 2018 - June 2022

B.A., International Business

- **Coursework:** Business Analytics, Global Business Strategy, Project Management