Gina Gardea

Riverside / Los Angeles, CA
+1(818) 938-3885 • gardeagina@gmail.com • linkedin.com/in/ginagardea

Skills

Technical Skills: HTML, CSS, Excel, Python, Power BI, Data Analysis, GitHub, Meta Business Suite, Hootsuite, Google Workspace, Microsoft Office.
Marketing: Canva, CapCut, Adobe Creative tools, Visual Storytelling, Content Editing, Presentation Design
Professional Strengths: Cross-functional Collaboration, Project Coordination, Stakeholder Communication, Clear and Concise Presentations

Work Experience

UCR School of Business
Social Media Manager/Content Creator   ***February 2024- Present***
• **Analyze** engagement and performance data in Meta Business Suite and Hootsuite to refine content strategy and improve results, increasing interactions by **20%**
• **Plan and deliver** campaign content that supports awareness and engagement goals, including the "Back to Biz" Instagram series generating **27K+ views** through student-focused storytelling.
• **Create** performance reporting and campaign insights that help guide ongoing optimization and support decision-making across the team.

Girly Grime
Small Business Founder/Owner   ***December 2023- Present***
• **Lead** brand direction and marketing execution for an independent fashion label, shaping how the brand looks, sounds, and shows up across digital and in-person channels.
• **Grow** community and visibility through collaboration, content testing, and creative marketing, building a digital audience of **20K+ viewers**.
• **Run** online and in-person sales (including pop-ups and live sales), experimenting with formats that support sell-through and strengthen repeat interest.

Projects

Charity: Water – Digital Marketing & Web Project   ***October 2025***
• Designed a full landing page experience using HTML, CSS, and GitHub, incorporating storytelling, clean visuals, and mission-aligned CTAs to inspire donor action.
• Built customer personas, a value proposition, copy, and brand elements by analyzing audience needs, emotional motivators, and charity: water's tone of transparency and hope.
• Selected photography, color palette, and typography to evoke optimism and impact, and created additional marketing assets including SEO-informed copy and AI-driven visuals.

Intel – Corporate Responsibility Data Visualization Project   ***October 2025***
• Translated Intel's Corporate Responsibility Report into digestible visuals highlighting renewable electricity growth, water conservation achievements, and global sustainability progress
• Synthesized complex data on climate initiatives, water stewardship, and education access into engaging content that showcased Intel's global impact and RISE Technology Initiative
• Created message frameworks that emphasized transparency, innovation, and community uplift, aligning with Intel's brand voice

Leadership Work

Association for Information Systems at UCR
Co-President / Executive Administrator/ Project Manager   ***December 2024- Present***
• Lead weekly strategy and execution with 5 department heads, aligning priorities, deadlines, and team communication to keep initiatives on track
• Launch and manage hands-on workshops (Python, Tableau, Excel, Power BI), increasing event attendance by 30% through practical, skills-focused programming
• Build partnerships with 10+ student organizations (e.g., ACM, ALPFA, UBA), driving 40% growth in active membership and ~60% growth in general meeting attendance

Women's Business Association at UCR
Vice President / Business Development Manager   ***April 2024- Present***
• **Co-found and established** a women-focused business organization, leading rebrand execution, constitution development, advisor coordination, and official campus recognition
• **Strengthen** executive board continuity by guiding transitions and improving team alignment through clear communication and consistent follow-through
• **Develop** partnerships and roll out a full quarter of programming to grow visibility, community participation, and engagement

Vain Editorial at UCR
Business Development Manager / Events Coordinator   ***April 2024 – June 2025***
• **Improved** team efficiency by **35%** by implementing Slack, Trello, Google Calendar, and shared planning systems that streamlined workflows
• **Supported** partnership development and cross-team coordination across creative teams (design, photo, editorial) to expand collaborations and execution capacity
• **Coordinated** fashion-focused events and programming, supporting logistics and creative direction to strengthen visibility and engagement

Education

University of California, Riverside (UCR)   **Riverside, CA**
Bachelor of Science in Business Administration   *June 2026*
Concentrating in Information Systems

Relevant coursework: Decision Analysis and Management Science, Database Management, Python for Business, Marketing and Distribution Management, E-Commerce, Organizational Behavior