

# **Isaiás Monarrez-Ayala**

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**Marketing & Management professional with hands-on experience driving engagement through digital marketing, event promotion, leadership, and small business growth.**

## **Education:**

**Grand Valley State University**, Allendale, MI

Seidman College of Business

GPA 3.66

Bachelor of Business Administration (BBA)

Graduation: Spring 2026

Major: Marketing & Management

## **Marketing (or Relevant) Experience:**

**Association of Latino Professionals for America, Marketing Chair**, 2025 – Present

- Lead marketing strategy for a chapter of 60+ active members, supporting professional development events and organizational growth.
- Execute and design digital marketing campaigns across Instagram and campus channels, growing the account to 300+ followers, achieving 70,000+ views, and reaching 2,500+ unique accounts
- Coordinate marketing collaborations with other student organizations and promote events featuring respected industry professionals and guest speakers.
- Partner with executive board members to align marketing timelines with event goals and attendance targets.

**No Way Tacos**, 2015 – Present, **Marketing Manager and Co-Owner**, 2021 – Present

- Own and execute all digital marketing efforts, including social media content, promotions, and online advertising for a growing catering business.
- Analyze post-event feedback and customer engagement to improve service quality, repeat bookings, and brand reputation.
- Lead a pivotal role as Head Caterer at No Way Tacos, leading a team to deliver exceptional catering services for many events, including high-profile occasions such as the 54<sup>th</sup> & 55<sup>th</sup> Annual Fiesta Mexicana in Grand Rapids.

## **Additional Work Experience:**

**Red Robin**, November 2020 – Present, **Server & Food Expediter**

- Recognized for outstanding performance: Employee of the Month (5x) and Employee of the Period (2x).
- Delivered high-quality service in fast-paced environments while maintaining accuracy and teamwork.

## **Activities:**

**Thompson Scholar**

Sept. 2022 – Present

**Seidman Mentorship Program**, Mentor

2024 - Present

## **Skills:**

- Proficient in Adobe Creative Cloud & Microsoft 365
- Spanish - Proficient