Education
Academic Qualifications

Degree	Year	College / Dep
Master of Science in Digital Marketing	2023 – Expected Graduation 2025	College of Bus
Bachelor of Arts in English Literature and Language	2015	College of Let

Professional Experience and Volunteer Work
Relevant Work and Community Contributions

Years	Organization / Company	Key Responsi
December 2022 – Present	Southern California Edison, Rosemead, CA	Exceed annua
January 2022 – November 2022	JMDiaz Inc, City of Industry, CA	Coordinated
June 2015 – December 2021	Robert H. Peterson Company, City of Industry, CA	Managed a co
August 2014 – June 2015	Robert H. Peterson Company, City of Industry, CA	Created prod
June 2014 – September 2014	California State Polytechnic University, Pomona, CA	Facilitated on
September 2017 – September 2019	Don Bosco Technical Institute Alumni Association	Served as Sec
September 2015 – September 2017	Don Bosco Technical Institute Alumni Association	Mentored stu

Professional Summary

Motivated and detail-oriented marketing and analytics professional with a strong background in data analysis, digital marketing strategy, and technical writing. Proven experience in managing complex projects, producing clear technical documents, and leveraging digital tools to drive effective communication. Adept at collaborating cross-functionally to achieve objectives and deliver high-quality work under tight deadlines.

Technical Skills

- **Programming Languages:** R, SQL.
- **Web Technologies:** HTML, CSS/SCSS, Quarto, Content Management Systems (CMS), Google Analytics, GTM (Google Tag Manager).
- **Data Analysis Tools:** RStudio, Excel, Power BI, Tableau.
- **Digital Marketing Tools:** SEO, SEM, Social Media Advertising, Email Marketing, A/B Testing.
- **Survey and Research Platforms:** Qualtrics, Google Forms.
- **Machine Learning & Statistical Methods:** Regression Analysis, Clustering, Forecasting, Conjoint Analysis.
- **Documentation and Technical Writing:** Microsoft Word, Adobe Acrobat, Adobe Creative Cloud (Illustrator, Photoshop).
- **Project Management:** Microsoft Teams, OneDrive, SharePoint.
- **Soft Skills:** Strong communication, leadership, and teamwork capabilities.

Education

Work Experience