

# KASSANDRA CISNEROS

## Social Media Marketing and Analytics Specialist



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📍 12183 Mary Lee Way, Moreno Valley, Ca. 92555

## Education

**Associates in Business Admin**  
**Norco College**  
2018 - 2021

**Bachelor in Bus. Admin. and MKTG**  
**CSU Fullerton**  
2022 - 2023

**Masters of Science Digital MKTG**  
**Cal Poly Pomona**  
2024 - 2025

## Expertise

- R, SQL, Python, Quarto
- Digital MKTG & Content Writing
- Google Analytics Certified
- Microsoft Excel & Project Management
- SEO
- ADOBE PHOTOSHOP & PREMIERE PRO

## Language

English  
Spanish

Marketing professional with expertise in digital media, sports marketing, and brand activation. Currently a Sports Publicist & Digital Media Manager at Norco College, where I create and analyze content across social platforms to drive engagement. Experienced in designing marketing campaigns, managing content, and conducting market research. Skilled in brand activation and loss prevention from working directly with different sponsors. As a Freelance Sports Photographer & Content Creator, I produce engaging sports content and collaborate with athletes to enhance branding.



## Internship

2024 -  
Current

**Trauma Resource Institute**  
**Social Media Marketing Intern**

- Help Brand create brand awareness on social platforms. Focusing on boosting and increasing domain authority and traffics through optimizing off-page SEO on YouTube, LinkedIn, Instagram, Facebook, etc.



## Work Experience

2023 -  
Current

**Norco college**  
**Sports Publicist & Digital Media Manager**

- Creating, disseminating, and analyzing the effectiveness of web content across platforms including social media, email, websites, and apps
- Design campaigns that inspire fans by conducting market research

2023 -  
Current

**Freelance Digital content**  
**Sports Photographer/Content Creator**

- Work alongside college / professional athletes to promote the sports industry through social media marketing.
- Manage and schedule content based on prime active times of both interested engaged accounts and followers.
- Edit videos and photos to enhance the promoted brand or product.

2018 -  
Current

**DLS LLC.**  
**Brand Activation Management / Loss Prevention Specialist**

- Working with the wider development team.
- Manage website design, content, and SEO Marketing, Branding and Logo Design
- Market and promote product at all special events.

2021  
-  
2021

**BELLKO, Riverside, CA**  
**Community Outreach Representative**

- Managed field marketing and community engagement efforts.
- Conducted fundraising and promotional events.
- Gathered consumer insights for new product development.



## References

**Ada Dacosta**  
Senior Personal Manager

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**Kaytlyn Blank**  
Director of kinesiology & Athletics

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