

Marielena Herbst de Cortina

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Education

Master of Environmental Science and Management (Expected June 2023)

Bren School of Environmental Science & Management – University of California, Santa Barbara (UCSB)

Specialization: Corporate Environmental Management

Highlighted Coursework: Business, energy, Earth systems science, data analytics, statistics

Bachelor of Science in Environmental Studies (June 2018)

University of California, Santa Barbara (UCSB)

Emphasis: Ecology, Evolution, and Marine Biology

Highlighted Coursework: Environmental justice, environmental impact analysis, toxicology, air quality, biology, chemistry, and marine, freshwater, and terrestrial ecology

Professional Experience

AppFolio Inc., Goleta, CA

Associate Customer Success Manager/Customer Care Representative (8/20-3/21)

- Managed 30+ client cases per day; communicated with clients daily to relay solutions and ensure their understanding of AppFolio's property management and accounting software
- Analyzed client databases to identify accounting and reporting errors; developed personalized solutions
- Earned 90%+ average feedback rating from client surveys (9/20-3/21) for effectively and professionally communicating solutions

UNIFD (Previously Bold Screen Media), Thousand Oaks, CA

Sales Planner (UNIFD) (3/20-8/20)

- Created client-specific marketing decks and RFPs using PowerPoint
- Nurtured client relationships and maintained regular contact to ensure success of campaigns
- Prospected potential new partnerships and hosted initial meetings with prospective clients
- Coordinated scheduling for the sales team

Ad Operations Associate (Bold Screen Media) (2/19-3/20)

- Allocated advertising budgets across affiliates to maximize consumer engagement with advertisements; dynamically evaluated and adjusted allocations to optimize ad performance
- Developed affiliate management tool to streamline selection for campaigns based on areas of strength, past performance, and geographical location of inventory
- Fostered positive relationships with affiliates and created extensive spreadsheets documenting their performance

Additional Communication & Business Operations Experience

Villa Creek Cellars, Paso Robles, CA

Harvest Intern & Tasting Room Associate (8/18-12/18)

- Wrote and edited website, social media, and email copy
- Analyzed grapes, juice, and ferments via chemical tests to determine timing of picks and health of wine; performed technical maintenance for ferments
- Hosted wine tastings and facilitated club membership sign ups

UCSB Campus Learning Assistance Services (CLAS) Program, Santa Barbara, CA

Peer Writing Tutor (9/16-6/18)

- Provided one-on-one writing tutoring to native and non-native English speakers (12-20 students per week)
- Guided students through thesis development, structure and organization, and critical thinking for argumentative essays, personal statements, and scientific papers

Skills

Computing: Microsoft Suite, Google Suite, R, GitHub