

Mia Valencia

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EDUCATION

University of Wisconsin-Madison

Madison, WI

- Bachelor of Science in Retailing and Consumer Behavior
- Certificates in Computer Science and Digital Studies

May 2022

EXPERIENCES

VivaUSA

Vernon, CA

Marketing Intern

June – September 2019

- Developed the swimwear company's first Brand Ambassador Program by evaluating the cost and ROI, gathering market research on this implementation and working closely with the art director to curate specific creative ads for the Dippin' Daisy's platform
- Created and pitched presentations weekly to five department heads including the CEO on the progress of the Ambassador Program as well as a detailed competitor analysis report
- Conducted market research to find four targeted audiences to develop marketing campaigns for as well as specific creative promotions to increase brand recognition across many digital platforms
- Analyzed customer return information in Excel and improved the online sizing guide to be more informative and inclusive, which significantly lessened the number of returns per week
- Monitored competitor activity and reported on trends to make recommendations on how to apply research

Emerald Sundae

Los Angeles, CA

Product Management Intern

June- August 2018

- Worked closely with the Head of Division to oversee projects, schedule meetings, and provide any needed supplies to ensure that all operations were running efficiently
- Managed showroom by ensuring all dress samples were organized by type and presented neatly before being sent to buyers as well as cataloged in a binder to ensure no garments were unaccounted for
- Organized files into alphabetical colored folders to create a systematic process of finding information

ACTIVITIES

Women in Business

Madison, WI

Selected Member

September 2018- Present

- Elected into WIB with less than 20% applicant acceptance rate for the fall 2018 semester as a freshman
- Partake in bi-weekly events ranging from guest speaker sessions to professional development activities to strengthen characteristics necessary for women to advance in the business world
- Foster relationships with club mentors in similar fields of study to attain insights in WIB as well as fuel career-driven networking amongst the members of the organization

Alpha Chi Omega

Madison, WI

Risk Management Committee

January- December 2019

- Initiated risk management protocols throughout the semester with colleagues in Alpha Chi Omega
- Ensured implementations align with Alpha Chi Omega's nationwide mission and vision along with aligning with the Panhellenic Associations governings as well as UW-Madison's social organization requirements

ACHIEVEMENTS

Macy's Case Competition

Madison, WI

3rd Place

February 2020

- Pioneered a marketing strategy focusing on diversity and inclusion for Macy's home furniture department
- Collaborated with three teammates to form a strategy based on building a marketing persona to demonstrate Macy's audience and personalizing products to make them more connected to the consumer's everyday life
- Presented to seven leaders of the Consumer Insights team and three heads of the UW Retailing department on our personalization branding strategy to increase customer connection and advance diversity

SKILLS

- Proficient in Shopify, Facebook Ads Manager, Klaviyo
- Intermediate in Java and beginner in Python languages
- Beginner in 3D Modeling