



EDUCATION

Saint Mary's College of California

B.S. Business Administration

Concentration: Marketing

Minor: Anthropology

Moraga, California

SALESFORCE TRAILBLAZER BADGES

Prospecting for Better Sales	300 points
Design Thinking for Sales	300 points
Sales Cloud Rollout Strategy	200 points
Sales Cloud Configuration Basics	200 points
Sales Rep Training Course	200 points

CERTIFICATIONS

Hubspot Inbound Marketing Certification

Issued: August 2020 Expires: August 2022

Google Ads Search Certification

Issued July 2020 ID: 4897171

SKILLS SUMMARY

- Adaptable
- Goal-Oriented
- Leadership
- Organization
- Problem-Solver
- Passion for Tech

CONTACT

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📍 San Francisco Bay Area

ALICIA CEJA

ASPIRING SALES REPRESENTATIVE

PERSONAL PROFILE

As an ambitious and passionate digital marketer with a background in customer service and sales, I have the knowledge, determination, and relentlessness needed to successfully market a product, nurture client relationships, generate leads and reach target goals.

WORK EXPERIENCE

Marketing Assistant

Blue Collar Digital | Walnut Creek, CA | Oct 2019 - present

- Establishes customer relationships through social media content in B2B and B2C industries
- Performs account specific research and tailored ad copy based on location, customer needs and competition
- Generates interests and engagement from clients through value proposition strategies in weekly social posts
- Tracks quality lead activity tailored by location through Google Ads
- Composes spreadsheets to examine lead data and current trends
- Monitors qualified leads based on territory revenue objectives

Marketing Intern

Pod Group | Sevilla, Spain | Jan 2019 - May 2019

- Gained proficiency in data management applications, such as CRMs and cloud computing
- Conducted marketing research on IoT hardware manufacturers
- Composed spreadsheets of data from analytic websites, competition and consumer interaction
- Worked cross-functionally with Sales and Marketing Managers to meet common goals

Registrar's Representative

Saint Mary's College, Registrar's Office | Jan 2018 - Jan 2019

- Selected as agent to handle irate customers, due to ability to calm clients and resolve problems
- Designed customized reports from databases to highlight trends
- Enthusiastically participated in the full hiring process of interviewing and training new employees

Gameday Marketing & Sales Assistant

Saint Mary's College, Athletics Dept. | Sept 2017 - Dec 2018

- Recognized for ability to manage sales and marketing strong relationships with clients
- Generated over \$1,000 of promotional activity revenue per game to fans and students for the 2018 basketball season
- Managed conflicting priorities in a fast paced environment and met deadlines to the satisfaction of multiple supervisors
- Recognized for ability to manage sales and marketing strong relationships with clients