

# Alicia Ceja

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## Profile

Senior Business major concentrating in Marketing seeking a part-time job for experience. Looking to combine a strong desire for creative freedom with developing digital marketing skills. Thrives in both collaborative environments working with others and independently to achieve common goals.

## Education

**B.S. in Business Administration;** May 2020

Concentration: Marketing, Minor in Anthropology

Saint Mary's College of California, Moraga, CA

## Projects and Coursework

**Technology, Engineering and Business Certification Program** Fall 2019

- Using social networks for software development and team communication
- Developing computational thinking and problem-solving abilities for real-world problems
- Deploying applications across the cloud via Google Cloud

## Experience

**Marketing Intern** January 2019 – May 2019

Pod System, Seville, Spain

- Composed spreadsheets of data from analytic websites, competition and consumer interaction
- Tracked Key Performance Indicators for lead generation and media platforms
- Gained proficiency in data management applications, such as CRMs and cloud computing
- Conducted marketing research of telecommunication hardware manufacturers
- Researched and executed innovative ways to market a book through social media campaigns and SEO efforts

**Registrar's Representative** January 2018 – Dec 2018

Office of Registrar, Saint Mary's College of California

- Designed and distributed customized reports and spreadsheets of student process from databases for Registrar to determine trends in academics and registration
- Provided timely and accurate data for spreadsheets and website updates for Commencement Ceremony purposes
- Selected as a primary agent to handle irate customers, due to ability to calm clients and resolve problems

**Game Day Marketing and Promotions Assistant** September 2017 – May 2018

Athletics Department, Saint Mary's College of California

- Consistently managed conflicting priorities in a fast paced environment and meet deadlines
- Communicated with team members and customers to implement smooth flow of events
- Recognized for ability to manage sales and marketing strong relationships with clients

## Additional Skills

Google Platforms for Work: Ads, Analytics, Cloud, Drive, Keyword Planner, Search Console, Trends

Social media: Youtube, Twitter, Facebook, Instagram, Pinterest, LinkedIn, Blog Forums

Technologies: SEMRush, GoDaddy, Sugar CRM, Kindle Direct Publishing

## Activities, Leadership, and Associations

American Marketing Association Member

2019