



Paola Gonzalez

Summary & Objective

Bilingual marketing student with a graphic and web design background as well as social media marketing and search engine optimization experience. Qualifications include exceptional leadership, communication and time management skills, a high level of analytical and problem solving skills; flexible and able to work under pressure. Working towards getting certified on Google Analytics and HubSpot Inbound Marketing by December 2014.

Skills

Digital Communication & Web Design

Photoshop	●●●●●●●●○○
InDesign	●●●●●●●●○○
Illustrator	●●●●●●●●○○
HTML	●●●●●●●●○○
CSS	●●●●●●●●○○
Flash	●●●●●○○○○○
Dreamweaver	●●●●●○○○○○

Internet Marketing

Social Media Marketing	●●●●●●●●○○
Search Engine Optimization	●●●●●●●●○○
Marketing Research	●●●●●●●●○○

Programming & Database

C++	●●●●●○○○○○
SQL	●●●●●○○○○○
MySQL	●●●●●○○○○○

Languages

Fluent Spanish & English
Basic French & American Sign Language

Interests

Volleyball, Music, Design, Adventures, Salsa Dancing and Traveling

Contact Information

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Experience

R.I.T Global Union *Spring 2014 - Present* Director of Marketing *Rochester, NY*

- ✎ Plan marketing campaign for the Major Student Organization
- ✎ Create print advertisements for campus-wide events
- ✎ Oversee marketing campaigns of 25 affiliate organizations: aid with advertisements and social media presence
- ✎ Manage social media (Facebook, Twitter & Instagram)

Waterfall Tea Company *Summer 2014* Junior Marketing Associate *Pico Rivera, CA*

- ✎ Created and managed social media pages (Facebook, Twitter & Instagram) for small e-commerce tea company
- ✎ Created social media campaign for annual state-wide tea festival that resulted in 16% increase in tickets sold
- ✎ Used metadata for SEO purposes
- ✎ Received positive feedback: easy to communicate, fast-learner and great social media usage

R.I.T International Student Services *Summer '12, '13, '14* Lead Peer Advisor *Rochester, NY*

- ✎ Built and maintained communication with over 30 international students via email
- ✎ Served as a resource person for international students
- ✎ Responsible for handling, filing and scanning sensitive information of over 300 students
- ✎ Received positive feedback: enthusiastic, friendly and willing to help others

Involvement & Organizations

Delta Sigma Pi, Professional Business Fraternity Founding Father: January 28th, 2012 Vice President of Chapter Operations *2013-2014*

- ✎ Project manager for organization
- ✎ Implemented attendance system & manner of taking minutes
- ✎ Ensured all submissions of events and meetings to the national fraternity office

Vice President of Community Service *2012-2013*

- ✎ Planned over 10 community service events
- ✎ Increased chapter engagement by 20%

Education

Rochester Institute of Technology *Anticipated 2015*
Bachelor of Science in Marketing
Minor in Advertising & Public Relations
GPA: 3.1