

Paola Gonzalez

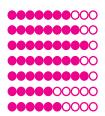
Summary & Objective

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 Director of Marketing

Spring 2014 - Present Rochester, NY

- 9 Plan marketing campaign for the Major Student Organization
- Screate print advertisments for campus-wide events
- Oversee marketing campaigns of 25 affiliate organizations: aid with advertisments 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
- $\mathop{\,\hookrightarrow\!_{}}\nolimits$ 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 Lead Peer Advisor

Summer '12, '13, '14 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
- Simplemented 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