

CLARISSA HERNANDEZ

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Business
Marketing

OBJECTIVE: Seeking a position as a Marketing Assistant with a focus on Project Coordination and Team Leadership.

SUMMARY OF QUALIFICATIONS:

- Skilled in strategic planning and implementation; able to prioritize effectively, multi-task and achieve objectives within time and budget
- A clear and dynamic communicator; able to present marketing programs to diverse audiences and negotiate agreements with vendors
- Knowledge of current trends, and social networking programs such as Facebook, Linked In, Twitter, etc.
- Personable with instinctive relationship-building qualities and extensive customer service experience
- Proficient with Microsoft Office, Access, Adobe Illustrator and Internet Research
- Fluent in Spanish

EDUCATION

Bachelor of Arts in Business, CSU Channel Islands, Camarillo, CA
Emphasis in Marketing

Spring 2010

PROFESSIONAL EXPERIENCE

Marketing Assistant

Best Buy, Camarillo, CA

Aug. 2008-Present

- Collaborate with management to develop comprehensive marketing strategies in order to target a large population of customers and generate sales
- Develop, edit, and implement promotional & educational marketing materials
- Conduct basic market research through telephone conversations, email communication, and the internet
- Track main competitor ads/editorials in Excel documents to compare data

Marketing Intern

Countrywide, Woodland Hills, CA
2008

Jan.-Aug.

- Assisted in all areas of the marketing department while also being involved with Public Relation projects
- Supported the department with organization and distribution of media kits
- Worked with graphic design of website, prepared letters to marketing outlets, and created Excel spreadsheets
- Contributed to the development of creating monthly newsletters/flyers on Adobe Illustrator

Community Relations Student Worker

CSU Channel Islands, Camarillo, CA
2010

Sept. 2007-May

- Assisted Community Relations Manager with organizing information meetings and exhibits
- Participated in the development of publicity materials including letters, brochures and fliers
- Prepared information packets and personal response letters for prospective students and applicants
- Handled administrative duties such as answering phone calls, making copies and maintaining confidential files

AWARDS, RECOGNITIONS & ACHEIVMENTS

Member, Gamma Beta Phi Honor Society, CSU Channel Islands

Fall 2008-Spring 2010

Recipient, Semester Honors, CSU Channel Islands

Fall 2008-Spring 2010

Presidential Scholarship Recipient, CSU Channel Islands

Fall 2008-Fall 2009