

CLARISSA HERNANDEZ

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Business
Marketing

SUMMARY OF QUALIFICATIONS

- Skilled in strategic planning and implementation; able to prioritize effectively, multi-task and achieve objectives within time and budget
- 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, *Emphasis in Marketing*
California State University, Channel Islands, Camarillo, CA

May 2020

PROFESSIONAL EXPERIENCE

Marketing Assistant

Best Buy, Camarillo, CA

Aug. 2018-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 and 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

Jan.-Aug. 2018

- 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

Sept. 2017-May 2018

- Assisted the 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 & ACHIEVEMENTS

Member, Gamma Beta Phi Honor Society, CSU Channel Islands

Fall 2017-Spring 2020

Recipient, Semester Honors, CSU Channel Islands

Fall 2017-Spring 2020

Presidential Scholarship Recipient, CSU Channel Islands

Fall 2017-Fall 2019