

Valeria Martinez

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EDUCATION

University of San Diego, Knauss School of Business San Diego, CA
Bachelor Degree in Marketing and Business Administration May 2024
GPA: 3.71

University of San Diego Madrid Center, Universidad Pontificia Comillas Aug. 2022 - Dec. 2022

WORK EXPERIENCE

Office Administrator and Marketing Specialist May 2024 - Aug. 2024

BajaGoldenDates LLC, Mexico

- Led wellness initiatives and developed social media content for an upcoming campaign, pending product launch.
- Organized and maintained documents and business licenses, ensuring regulatory compliance and overseeing office management.
- Managed email correspondence to facilitate smooth operations and effective communication.

Administrative Assistant Aug. 2023-May 2024

University of San Diego, CA

- Exhibited strong cross-functional skills while coordinating with diverse teams to support administrative functions.
- Managed and organized company files to maintain accurate records, improving the office's efficiency.
- Managed and updated company files to maintain accurate record keeping.

Retail Management Intern & Sales Associate June 2023 - Aug. 2023

Nordstrom, San Diego, CA

- Cross referenced inventory and sales data to cascade to senior management in order to provide a snapshot of daily traffic in store.
- Executed tasks within e-commerce and in-person business channels in order to optimize everyday workflow and increase sales across multiple departments.
- Utilized customer feedback to identify areas of improvement, resulting in higher efficiency and productivity.
- Exhibited proficiency in preparing reports by creating comprehensive documents summarizing financial performance.
- Coordinated with HR to track employee's professional development progress.
- Utilized interpersonal skills to resolve customer queries and provide relevant information promptly.

Marketing Research Intern Aug. 2022-Dec. 2022

Escuela Superior de Música Reina Sofía, Madrid, Spain

- Delivered a compelling presentation to school leadership showcasing strategic findings and proposing actionable recommendations.
- Created and maintained a database containing market research of 80 similar products to inform promotional strategies and to ensure a competitive edge in the market.
- Implemented creative strategies for improving brand awareness, resulting in enhanced company image and reputation.

USD Hospitality and Event Coordinator June 2021-Aug. 2021

University of San Diego, CA

- Provided administrative support in the planning and execution of events and meetings.
- Assisted with event logistics such as registration, check ins, and check outs.
- Coordinated communication with vendors, ensuring timely delivery of services and products.
- Handled general office tasks such as phone calls, email inquiries, and accommodating guest requests.
- Managed inventory and ensured product availability for daily office operations.

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SKILLS

Technical: Wix, CapCut, iMovie, Canva, Social Media (Instagram, Snapchat, Tik Tok, Youtube, Facebook, LinkedIn, Twitter, Pinterest), MailChimp, Tableau, Qualtrics, Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides, Form, Calendar), Zoom,

Behavioral: Problem Solver, Time Management, Adaptability, Attention to detail, Customer Service Oriented

Certifications: Microsoft Excel Certification, HubSpot Digital Marketing, Interpersonal Skills Workshop

Languages: bicultural and bilingual in English and Spanish