

JOSEPH FERNANDEZ

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SUMMARY

Self-Driven Marketing Intern trained in both online and traditional marketing methods. Specializing in campaign development, trend tracking and event coordination. Looking to bring creativity and an entrepreneurial spirit to a marketing team.

EDUCATION

Expected June 2019

Bachelor of Arts: Business Administration

California State University, Fullerton | Fullerton, CA

Concentration: Marketing

- Member of the American Marketing Association
- G.P.A. 3.2

RELATED CORSEWORK

- Marketing Research Methods
- Strategic Internet Marketing
- Social Media Marketing

RELATED EXPERIENCE

Sep 2018 - Current

Marketing Intern

Saratech Inc - Mission Viejo, CA

- Assisted VP of marketing with material creation, campaign/event activities and marketing operations
- Created and executed social media and email campaigns each week to increase engagement while utilizing marketing tools such as Hootsuite, Emma, and Mailchimp to schedule and send post
- Compiled, analyzed, and created reports relating to social data web traffic and analytical insights for all social media channels

Apr 2017 - Current

Sales Associate

Anaheim Ducks - Anaheim, CA

- Trained and served as a peer coach for new sales associates
- Operated the cash register and assisted co-workers with complex transactions
- Provided excellent customer service to customers with questions, problems and complaints in person and via telephone

Jan 2015 - Current

Co-CEO / Audio Engineer

ELVTDsounds - Hayward, CA

- Planned, marketed and organized 3 sold out music events that generated revenue of more than \$5,000
- Audio engineered one full length album on Apple Music, Spotify and other streaming services which has generated over 20,000 listens
- Produced music performed at DMP Music Festival 2017 which had more than 1,200 attendees

VOLUNTEER EXPERIENCE

Youth Sports Nation LLC

Social Media Manager

- Redesigning the Youth Sports Nation website using WordPress hosting
- Worked with state officials, serving as the primary point of contact regarding management of participants data effectiveness
- Managed social media channels and utilized email marketing tools such as mailchimp.com to send mass emails to potential partners

SKILLS

- Event coordination
- Microsoft Office Suite: Excel, Word and PowerPoint
- Adobe Creative Suite
- Wordpress website design
- E-mail marketing
- Social Media Marketing: Facebook, Twitter, Youtube