SKILLS & INTERESTS

Computer: Microsoft Office (Excel, Word, Powerpoint), Google Adword, Klaviyo, Meta and TikTok Business, Adobe Creative Suite (Photoshop, Illustrator), SalesForce, Marketo, Hubspot Skills: Digital Marketing, email & SMS marketing, Web Analytics, A/B testing & optimization, Social Media Advertising, Project management

Interest: Graphic Design, Keeping up-to-date with industry trends and changes, Podcast, Stocks, Hiking

WORK EXPERIENCE

SelfwellCare

modesto, c.r.

Founder

Mar 2022 - Jan 2023

- Designed and executed successful email and SMS marketing campaigns, resulting in a 50% increase in website traffic and a 15% increase in customer retention, generating \$10,000 in sales revenue.
- Leveraged Klaviyo to manage email campaigns and ensure effective audience targeting, resulting in higher open and click-through rates, with an average of 25% and 20% respectively.
- Utilized paid advertising platforms such as Meta and Google Ads to drive targeted traffic and increase sales, with a return on ad spend (ROAS) of 4:1
- Conducted in-depth market research to identify customer needs and preferences, leading to the development of new product offerings.

Family Market

Digital Marketing Manager

Dec 2019 - Oct 2021

- Developed and executed successful digital marketing campaigns, Using SEO, SEM, and social media advertising to increase website traffic by 50% in 6 months, resulting in a revenue increase of 25%.
- Conducted web analytics using Google Analytics to inform data-driven decisions, optimizing campaigns and increasing ROI by 30%.
- Managed the creation and distribution of engaging emails and SMS marketing campaigns, resulting in a 15% boost in customer retention and a 20% increase in email open rates.

FedEx

moneyer er

Handler

Jun 2017 - Nov 2019

- Designed a training program for new team members, leading to a reduction of errors by 15%, and an
 improvement in customer satisfaction scores.
- Managed and coordinated team of 5 package handlers, ensuring timely and accurate package delivery with a 99% accuracy rate.
- Demonstrated effective communication skills in collaborating with cross-functional teams to ensure package delivery accuracy and customer satisfaction.

EDUCATION

University of California

Graduation Date: May 2022

Bachelor of Science in Business Administration GPA: 3.60 / 4.0

Help Im In College

Rajesh Bardale

Help Im In College:

I'm Off to College: Now What? A Step-by-Step Guide to Surviving the First Year Danielle Lieneman, 2017 According to the US Census Bureau more than 500 000 high school seniors leave their homes for college each year The freshman year of college is an initiation into independent living but it can be incredibly stressful It is estimated that almost 150 000 students will dropout before their second year Everything from the cost of living on your own to the stress of trying to balance a job school and a completely new kind of social life will weigh heavily on any new college student This book arms students with everything they need to survive that initial year of independence This book has it all from organized scheduling to time management to weight gain The average student gains ten to fifteen pounds in the first year of college this book contains practical advice on how to balance a slim budget with a healthy lifestyle Many hours of interviews have helped to compile a comprehensive list of studying and living habits that will keep you locked in and on target throughout your college career You will learn how to juggle homework with your social life as well as the dreaded major change If you want to ace your first semester be the life of the party and maintain a sharp focus then this book is for you Reauthorization of the Tribally Controlled College Assistance Act of 1978 United States. Congress. Senate. Select Committee on Indian I'm Going to College—Not You! Jennifer Delahunty, 2010-08-31 Acceptance by a top college is more than a Affairs, 1990 gold star on a high school graduate s forehead today It has morphed into the ultimate good parenting stamp of approval the better the bumper sticker the better the parent right Parents of juniors and seniors in high school fret over SAT scores and essays obsessed with getting their kids into the right college while their children push for independence I m Going to College Not You is a resource for parents written by parents who ve been in their shoes Kenyon College dean Jennifer Delahunty shares her unique perspective and her daughter s on one of the toughest periods of parenting and has assembled a top notch group of writers that includes best selling authors college professors and admissions directors and journalists Their experiences with the difficult balancing act between control freak and resource answer questions like how can a parent be less of a helicopter hovering and more of a booster rocket uplifting what do you do when your child wants to put off college to become a rock star and how will you keep from wanting to kill each other Contributors include Jane Hamilton David Latt Neal Pollack Joe Queenan Anne Roark Debra Shaver Anna Quindlen Ellen Waterston 1983 D. J. Aitken, 2020-05-18 No detailed description available for 1983 1989 International Association of Universities, Franz Eberhard, Ann C. Taylor, 2020-05-18 No detailed description available for 1989 Nontraditional Students and Community Colleges J. Levin, 2007-09-03 Focusing on non traditional students in higher education institutions this new book from renowned scholar John Levin examines the extent to which community college students receive justice both within their institution and as an outcome of their education I'm Applying to College: Now What? A Step-by-Step Guide to Writing Applications & Essays Angela Erickson, 2017-09-30 Applying to college can be one of the most stressful times in a student s life With acceptance

rates at colleges such as Stanford and Harvard being under 10 percent students need to know how to craft a winning application This book breaks the process down into easy to manage sections You will learn how to choose a topic how to narrow your focus how to edit and revise how to choose your tone and structure how to avoid the common pitfalls and how to overcome writer's block In addition you will learn strategies for getting started requirements for application and critical writing tips This book has sample essays and essay questions and even examples of the essays specific colleges use Admissions officers have chimed in with their expertise to provide insider information on how to compose impressive applications and essays for admissions and scholarships Whether you are a high school freshman seeking a head start or a senior hoping to glean some last minute tips this book is your go to guide to getting accepted I Am Money's Master Nicholas Ballard, 2011 To Provide Certain Assistance to State and Territorial Maritime Academies and Colleges United States. Congress. House. Committee on Merchant Marine and Fisheries, 1958 *Getting the Most Out of Your* College Experience Dr. Chris Apoder O'Riordan-Adjah MS, PE,2025-01-07 With all the many books available covering the ins and outs of getting a college education why select this one First of all it s one of the most comprehensive books of its kind covering every conceivable topic from selecting the college that s right for you to preparing for life after graduation and finding your first job Next this is a reference volume you will want to keep on your bookshelf as you progress through each year of college It's also a timeless volume in the sense that you will want to pass it down to your children when they are in your shoes and facing the challenges of getting their own college education Finally this is a book that can help anyone who is attending college thinking about it or planning for it Parents can also gain insight by perusing this book giving them an understanding of what college is like today Even if they attended college themselves they might read some things that will surprise them Times have changed What You Will Find Inside Information about academics and resources you may not know about Topics of interest that play a major role in the college experience Friendly advice and suggestions that will help you to handle the challenges you will likely encounter or may be encountering right now Personal stories about the author's own experience as an international student Student stories illustrating the challenges of college life drawn from the author s experience as a student advisor and mentor You will find that this information is presented in a clear concise and conversational manner that is easy to understand living up to the book s billing as a user friendly guide Right My **College Application Essay** Christine Gacharna, 2023-05-12 The college application essay uses a completely different rhetorical mode from the typical five point essays high schoolers are used to writing and that s the catch 22 most students won t learn about rhetorical modes and organizational methods until their undergraduate English courses only first you have to get in In this post COVID era many colleges and universities have made standardized test scores optional for admission which puts even more pressure on students to write an essay that separates them from others in a sea of highly qualified applicants Right My College Application Essay bridges the gap between high school English lit and academic writing at the

undergraduate level starting with the college application essay This step by step guide uses powerful visuals easy to follow instructions and sample student essays to guide students in writing organizing and polishing a college application essay that weaves in personal variables to help make them jump off the page Award winning writer newspaper editor former lead faculty and English communications instructor Christine Gacharna spent six years teaching undergraduate writing courses and streamlining the evaluation and assessment of student writing for her faculty peers In this workbook she shares her radically effective trademarked system of Communicate Navigate Punctuate to transform anxiety into a stress free path to crafting a college application essay that helps high school seniors sell themselves to admissions officers land acceptance letters and earn scholarship offers to help them achieve their undergraduate dreams **1986** International Association of Universities, Franz Eberhard, Ann C. Taylor, 2020-10-26 No detailed description available for 1986 Community Colleges and Their Students J. Levin, 2009-11-23 This book employs a socio cultural approach to study the organizational dynamics and experiences of self formation that shape community college life The authors use case studies to analyze both the symbolic dimension and practices that enable the production of educational experiences in seven community colleges across the U S Levin and Montero Hernandez explain the construction of organizational identity and student development as a result of the connection between institutional forces and individual agency This work emphasizes the forms and conditions of interaction among college personnel students and external groups that were enacted to respond to the demands and opportunities in both participants local and larger contexts The authors acknowledge both the collective and individual efforts of community college personnel to create caring community colleges that support nontraditional students Public Papers of the Presidents of the United States U S Government Printing Office, 2009-07-14 Gain insight into the past and present administrations through these compilations of official papers and speeches given by the President of the United States The full text of the documents issued by the Office of the Press Secretary over a given time period are printed in this series The papers compiled and usually published twice annually are in chronological order and are indexed by subject In each book the four appendices include the Presidents public schedule nominations submitted to the Senate the checklist of White House press releases and a list of Presidential documents published in the Federal Register Text notes cross references color photographs and a documents categories list are also included Subjects and names are indexed **Public Papers of the Presidents of the United States** United States. President, 2007 Containing the public messages speeches and statements of the President 1956 1992 Principles of Forensic Medicine & Toxicology Rajesh Bardale, 2011-10 Comprehensive guide to forensic medicine and toxicology with almost 1000 images and illustrations **Congressional Record** United States. Congress, 1965 The Congressional Record is the official record of the proceedings and debates of the United States Congress It is published daily when Congress is in session The Congressional Record began publication in 1873 Debates for sessions prior to 1873 are recorded in The Debates and Proceedings in the Congress of the United States 1789 1824 the Register of

Debates in Congress 1824 1837 and the Congressional Globe 1833 1873 **College Admissions Trade Secrets** Andrew Allen, 2001 True or False Princeton's Director of Admissions hacked into Yale's secured admissions website to find out who Yale had accepted and rejected Boston College's average SAT score is up to 1370 and Boston University's average SAT score is up to 1320 Carnegie Mellon offers spots on a priority wait list to students who send in cash and most of these students get admitted Well it's all true An FBI investigation traced Yale's hacked website back to the computer of Princeton's Director of Admissions Stephen LeMenager Boston College's average SAT score is the same as Cornell's and close to Penn's both Ivies Carnegie Mellon does have a priority wait list it costs 400 to be on it and the admissions rate is 95% Welcome to the circus Dazed and Confused Students see the college list published by their high school s guidance department listing every acceptance and rejection from the prior year Next to each entry is a GPA a SAT score and the number of AP classes taken The list is usually ordered from highest to lowest GPA The first entry 4 19 unweighted 1430 SAT 7 AP classes Princeton rejected Yale rejected Harvard rejected Stanford rejected Columbia rejected Vassar accepted Ouch Scan down the list looking for Yale Did anyone get into Yale last year Down at the ninth entry 3 93 1450 SAT 6 AP classes Brown accepted Yale accepted Georgetown accepted Okay anyone else Scan down to the twenty second entry 3 88 1560 SAT 7 AP classes Yale accepted Duke accepted William and Mary rejected This doesn't make any sense thinks the student Many of the students with the best grades didn't get into any top colleges and still others were rejected at colleges ranked lower than the colleges to which they were accepted Welcome to the world of college admissions Ever wondered what a private counselor tells an Upper East Side family for 10 000 The secrets are in College Admissions Trade Secrets College Admissions Trade Secrets is a straight forward guide to Top 7 Lies Colleges Tell The Real Scoop Behind Acceptance Rates Things That Really Matter When Comparing Colleges How to Write a Great Essay and Prep for a Great Interview Common Mistakes that Result in Rejection Last Minute Tips for Seniors A Scandalous Examination of Harvard's Course Catalogue Penn's View Book and NYU's Faculty How Anyone Can Avoid Being in the Pool of Applicants with the Lowest Acceptance Rate The Classical Weekly .1924

The College Buzz Book ,2006-03-23 In this new edition Vault publishes the entire surveys of current students and alumnni at more than 300 top undergraduate institutions as well as the schools responses to the comments Each 4 to 5 page entry is composed of insider comments from students and alumni as well as the schools responses to the comments

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