

INEZ GARCIA

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EDUCATION

Elon University, Elon, NC May 2022
Bachelor of Arts in Media Analytics GPA: 3.7
Minor: Professional Sales
Relevant Courses: Understanding Audiences, Consumer Behavior, Strategies in Emerging Media

SKILLS

Certifications: Google Analytics
Computer: Microsoft Excel, Tableau, Hootsuite, Facebook Insights, Twitter Analytics, InDesign, Photoshop

INTERNSHIP EXPERIENCE

Analytics Intern - *Alpha Beta Creatives*, New York, NY Summer 2021

- Recommended shift from Google Plus to alternative platforms to enhance company's online presence
- Collaborated with members of intern team to promote WordPress Interns services and blogs
- Monitored new company website through Google Analytics

Media Analyst Intern - *Park Avenue Armory*, New York, NY Summer 2020

- Developed and executed social media marketing strategies for theatrical productions
- Created content for media platforms and reported on best practices
- Coordinated audience surveys to analyze audience demographics across production seasons

Social Media Intern - *Sales Genesis*, Cincinnati, OH Summer 2019

- Examined Facebook software used in the conversion of "likes" into marketable lists
- Assisted in tracking the success of Facebook advertisements for multiple properties
- Maintained consistent engagement through each property which brought on-target growth

WORK EXPERIENCE

New Student and Transition Programs, Elon, NC August 2021 - May 2022

Marketing & Technology Student Coordinator

- Created quarterly online newsletters and maintained website archives
- Collaborated with staff to effectively use social media in marketing strategies
- Kept online media up-to-date, accurate, timely, and relevant
- Suggested and implemented new designs as needed

Elon University Poll, Elon, NC Fall 2018 - May 2022

Student Poll Supervisor, Student Surveyor

- Maintain instrument administration and data entry integrity in telephone-interviewing lab
- Conduct regional and statewide surveys to measure issues, policies, and candidate support