

Daisy Merino

Mission Viejo, California, United States

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EDUCATION

Bachelor in Business Administration, Marketing

California State University, Fullerton

Dec 2023
Fullerton, CA

Associate in Business Administration

Saddleback College

2019-2020
Mission Viejo, CA

TECHNICAL SKILLS

- **Adobe Creative Cloud:** Photoshop CC, Illustrator, InDesign, Lightroom, Premiere Pro, Adobe Express, Acrobat
- **Microsoft Office 365:** Word, Excel (VLOOKUP, Functions, Pivot Tables), PowerPoint, Outlook, Access, Teams
- **Hard Skills:** Meta Business Suite, Amazon Seller Center, AutoCAD, eSpatial, Wix, Canva, Figma
- **Soft Skills:** Detail-Oriented, Communicate Effectively, Self-Starter, Creative, Time Management, Collaborator, Flexible, Problem-Solver
- **Other:** Salesforce (in-progress), GSuite, Avery, Survey Monkey, Social Media Data Analysis (TikTok)

WORK EXPERIENCE

Digital, Data Analytics & Communications Marketing

IMI Critical Engineering

Jun 2023 – Present
Rancho Santa Margarita, CA

- Identify, analyze, and interpret complex data sets to create essential company heatmaps with eSpatial.
- Execute on comprehensive data cleaning and validation processes for existing spreadsheets, enhancing the integrity of the data management platform and facilitating precise data analysis and entry.
- Analyze critical metrics and develop insightful spreadsheets to present to a team of company leaders in preparation for the 200,000+ dollar Sales Conference.
- Collaborate and lead semiweekly meetings with the VP of Sales and the Marketing Communications Manager to finalize and plan all logistics for Sales Conferences.
- Utilize Adobe Photoshop and Canva to create customized marketing materials increasing product awareness by 11% on company promotional website and building digital experiences and achieving marketing goals.
- Leverage Salesforce to increase customer engagement and building brand loyalty, improving companies' net promoter score engage by 20%.

Digital Marketing & Social Media Marketing

AMA Meditime

Aug 2023 – Nov 2023
Brea, CA

- Curated, scheduled, and tracked social media posts with Meta Business Suite to attract potential customers.
- Utilized Adobe Creative Cloud and Canva to create informative and engaging content for Twitter, Facebook, Instagram, Pinterest, TikTok, and YouTube.
- Partnered with a team of 5 digital marketing experts to research and analyze industry trends to ensure marketing campaigns are successful for all of the companies brands.

LEADERSHIP EXPERIENCE

Events Director

Latino Business Student Association, CSUF

Aug 2022 – Jun 2023
Fullerton, CA

- Fundraised over \$8,000+ in scholarship funds for underrepresented LatinX business students in the organization.
- Led a team of 30+ students with weekly team briefings, distributing tasks for upcoming events.
- Streamlined the coordination of event planning, promotions, and venue bookings.

PROJECTS

Mock Advertising Campaign

Skills: Brand Management, Adobe Photoshop, Adobe Illustrator, Lightroom, Premiere Pro

Spring 2022

- Worked jointly with a team of five to create a new advertising campaign for Hydro Flask to promote their latest lunch products, curating towards mothers with children.