

# Paulina Garza

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## EDUCATION

### University of San Diego, Knauss School of Business

*Bachelor of Business Administration, Marketing & Finance, Cum Laude*

San Diego, CA

September 2021 – May 2025

- Dean's List Award for academic excellence
- Departmental Honors in Marketing & Finance

## EXPERIENCE

### Influencer Marketing Specialist (Remote)

May 2025 – Present

*InspiraSpark*

- Advanced from intern to specialist role, expanding responsibilities in influencer relationship management, product seeding, and Shopify coordination.
- Handled creator shipments through Shopify and maintained inventory tracking records to ensure accuracy and timely delivery.
- Supported the continued growth of the affiliate program by recruiting and maintaining relationships with creators, while tracking partnerships and performance in detailed spreadsheets.
- Edited and published weekly blog posts with accompanying images, supporting consistent SEO growth and organic traffic.
- Contributed to multiple marketing initiatives, including a podcast campaign, holiday giveaway, and San Diego community event sponsorships, helping expand community presence and drive word-of-mouth engagement.
- Adjusted creator outreach and strategies based on KPIs.

### Influencer Marketing Intern (Remote)

January 2025 – May 2025

*InspiraSpark*

- Researched and coordinated paid and gifted affiliate partnerships with parenting and therapy-focused influencers to promote our child development product designed to support early walking milestones.
- Negotiated deliverables within a limited budget while ensuring collaborations aligned with brand image and values centered on supporting families, safety, and sustainability.
- Guided influencer content to communicate product functionality and developmental benefits, while maintaining detailed tracking spreadsheets to monitor partnerships, deliverables, and performance.
- Presented weekly summaries to keep the team updated on influencer partnerships and campaign performance during team meetings, highlighting progress updates, key insights, and next steps.

### Social Media Marketing Simternship

September 2024 – December 2024

*University of San Diego*

- Created content, developed captions, and executed social media marketing campaigns within a simulated business environment.
- Measured and analyzed KPIs to optimize engagement, audience targeting, and conversion rates, maintaining and adjusting the content calendar based on performance insights.
- Applied influencer marketing, demographic targeting, and social listening strategies while managing a simulated advertising budget.
- Performed demographic targeting, social listening, and social media content testing to increase engagement.

### Receptionist & Administrative Assistant

September 2025 – April 2026

*Mexico Fertility Center*

- Managed front desk operations in a fast-paced clinical environment, including patient scheduling, payment processing, and coordinating calendars for three physicians simultaneously.
- Maintained strong patient relationships and delivered excellent customer service while handling confidential information with professionalism.
- Maintained organized inventory records using Excel to track inventory and office needs.
- Assisted with creating promotional and informational materials using Canva to support communication efforts.

## **SKILLS & CERTIFICATIONS**

**Computer:** Social Media (Instagram, TikTok, Facebook, Twitter, Pinterest, LinkedIn), Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Suite (Docs, Sheets, Slides, Forms), Google Analytics, Google Ads, Shopify, Ecommerce, AI Competencies, TikTok Shop, Email Marketing, Video Editing, CapCut, Content Creation, Research, Design, Canva, Qualtrics, Blogging

**Skills:** Organizational Skills, Attention to Detail, Communication, Interpersonal Skills, Time Management, Project Management, Collaboration, Relationship Building, Content Optimization, Data Analysis, Adaptability, Inventory Management

**Certifications:** Canva Essentials, Canva Graphic Design, Social Media Marketing Simternship Certification, Social Media Marketing Hubspot Certification, Microsoft Office Specialist: Excel Associate Certification, Wix Certification, Bloomberg Market Concepts Certification

**Languages:** English & Spanish (speaking, reading, writing, and listening comprehension)

## **PROJECTS**

### **Google Paid Search Ad Campaign**

**January 2025 – May 2025**

*University of San Diego Marketing & Communications*

- Developed Paid Google Search Ads to promote and raise awareness of the Hahn School of Nursing program at the University of San Diego, targeting bachelor degree holders and career changers market.
- Performed keyword research and Google trend analysis to develop and adjust ads through an iterative process over 3 rounds of ad modification.

### **Website Development**

**January 2025 – Present**

*Paulina Garza*

- Built and managed a Wix website, integrating brand persona development, marketing strategy, content creation, and an active blog supported by an email marketing campaign.
- Title Tags, Meta Description, and Alt Text incorporated into website for optimal search results and SEO.

### **Topicals Social Media Marketing Strategy Project**

**October 2024 – December 2024**

*University of San Diego*

- Created a social media campaign to enhance the skin care brand's presence, engagement, and growth by conducting social media platform audits and an analysis of the company's strengths and weaknesses.

### **Keeks Sweets Social Media Strategy and Campaign Project**

**October 2024 – December 2024**

*University of San Diego*

- Developed a social media strategy to enhance brand visibility and engagement for a small, nut-free bakery.
- Proposed innovative content and engagement strategies and designed a one-week social media campaign to increase audience interaction and drive brand awareness.