

Paulina Garza

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EDUCATION

University of San Diego, Knauss School of Business

San Diego, CA

Bachelor of Business Administration, Marketing & Finance, Cum Laude

September 2021 – May 2025

- Dean's List Award for academic excellence
- Departmental Honors in Marketing & Finance
- Member of the Women in Business Club & the American Marketing Association
- **Relevant coursework:** Social Media Marketing, Marketing Research, Marketing Strategy, Digital Marketing, Consumer Behavior

EXPERIENCE

Influencer Marketing Specialist

May 2025 – Present

InspiraSpark

- Advanced from internship to specialist role, expanding responsibilities by managing influencer relationships across podcasts, social media, and business collaborations while working closely with the marketing team.
- Supported the growth of our affiliate program by recruiting and maintaining relationships with 30+ creators.
- Adjusted campaign strategies based on performance metrics, identifying that partnerships with therapists drove higher conversions and sales.

Influencer Marketing Intern

January 2025 – May 2025

InspiraSpark

- Researched and coordinated paid and gifted affiliate partnerships with parenting and therapy-focused influencers to promote child development products sold through ecommerce platforms.
- Negotiated deliverables and usage terms, ensuring alignment with campaign goals and brand expectations.
- Guided influencer content to reflect core messaging around safety, sustainability, and functionality, reaching parents and educators worldwide.

Social Media Marketing Simternship

September 2024 – December 2024

University of San Diego

- Completed a social media marketing simulation focused on conducting market research and developing social media content for target audiences.
- Managed influencer partnerships within the simulation to drive brand awareness and sales.
- Analyzed performance metrics to improve campaign strategies and audience engagement.

Receptionist/Administrative Assistant

June 2023 – August 2023

Mexico Fertility Center

September 2025 – Present

- Streamlined front desk operations by greeting patients, answering phone calls, scheduling appointments, and managing payment transactions, ensuring a seamless patient experience.
- Maintained inventory records in Excel to support operational efficiency.
- Provided marketing support by assisting with social media and communications.

SKILLS - CERTIFICATIONS

Computer: Social Media (Instagram, TikTok, Facebook, Twitter, LinkedIn), Microsoft Office, Google Suite (Docs, Sheets, Slides, Form), Google Analytics, Google Ads, AI Competencies, Blogging, Email Marketing, TikTok Shop, Canva, Qualtrics

Skills: Organizational Skills, Communication, Project Management, Collaboration, Relationship Building, Content Optimization, Data Analysis, Adaptability

Certifications: Social Media Marketing Hubspot Certification, Microsoft Office Specialist: Excel Associate Certification, Wix Certification

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

Interests: Fitness & Wellness, Photography, Cooking, Sewing

MARKETING 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

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- 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.