

Paulina Garza

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EDUCATION

University of San Diego, Knauss School of Business

Bachelor of Business Administration, Marketing & Finance

San Diego, CA

September 2021– May 2025

- Dean's List Award for academic excellence

EXPERIENCE

Influencer Marketing Intern

InspiraSpark

February 2025 – Present

- Researched and coordinated partnerships with parenting-focused influencers to promote child development products, negotiating deliverables and usage terms.
- Guided influencer content to align with brand messaging around safety, sustainability, and functionality, targeting U.S. parents and educators.

Social Media Marketing Simternship

September 2024 – December 2024

- Completed an online simulation focused on creating social media strategies for a mock brand, which included conducting market research, developing social media posts for target audiences, managing advertising budgets, and managing influencer partnerships
- Analyzed campaign and platform performance metrics to optimize content and improve engagement rates

Receptionist

June 2023 – August 2023

Mexico Fertility Center

- Streamlined front desk operations by greeting patients, answering phone calls, scheduling appointments, and managing payment transactions, ensuring a seamless patient experience
- Organized and maintained patient records and appointment schedules, increasing administrative efficiency and delivering exceptional customer service

MARKETING PROJECTS

Netflix Research Project on Engaging Gen Z, University of San Diego

Spring 2024

- Conducted an extensive marketing research project to analyze Netflix's appeal to Gen Z after its password-sharing policy changes
- Explored hypotheses on potential marketing strategies, including student discounts, platform partnerships, and interactive features
- Collected and analyzed survey data from 50 Gen Z respondents, providing insights to improve engagement

Global Marketing Plan for Tesla's Expansion into India, University of San Diego

Spring 2024

- Conducted a detailed market analysis to identify opportunities for Tesla's expansion into India and developed recommendations and a comprehensive marketing strategy

Keeks Sweets Social Media Strategy and Campaign Project, University of San Diego

Fall 2024

- 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

Topicals Social Media Marketing Strategy Project, University of San Diego

Fall 2024

- Created a social media strategy 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
- Delivered recommendations and created four innovative social media campaigns, including influencer partnerships, a mental health advocacy campaign, promotional content, and brand trips

INVOLVEMENT

- Member of the Women in Business Club at the University of San Diego
- Member of the American Marketing Association at the University of San Diego

SKILLS

Computer: Canva, Qualtrics, Social Media (Instagram, TikTok, Facebook, Twitter, Pinterest, LinkedIn), Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides, Form)

Certifications: Microsoft Excel Certification, Social Media Marketing Simternship Certification

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