

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

EXPERIENCE

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 the Little Balance Box, a child development product designed to support early walking milestones.
- Negotiated deliverables within a limited budget while ensuring all 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.

Influencer Marketing Specialist (Remote)

May 2025 – Present

InspiraSpark

- Advanced from internship to specialist role, expanding responsibilities by managing influencer relationships more closely through Shopify tools.
- Handled influencer product shipments through Shopify and maintained tracking records to ensure fulfillment.
- Supported the continued growth of the affiliate program by recruiting and maintaining relationships with 30+ creators, while tracking partnerships and performance in detailed spreadsheets.
- Contributed to multiple marketing campaigns, including a podcast marketing initiative, a business collaboration, and a holiday giveaway, while adjusting campaign strategies based on performance metrics.

Administrative Assistant & Receptionist

June 2023 – August 2023

Mexico Fertility Center

September 2025 – Present

- Managed front desk operations in a fast-paced clinical environment, including patient scheduling, payment processing, and coordinating calendars for three physicians simultaneously.
- Maintained organized inventory records and spreadsheets using Excel to track inventory and office needs.
- Designed and coordinated social media content using Canva, ensuring posts aligned with the brand's mission.
- Managed paid social media advertisements and assisted with Google Ads to increase patient inquiries.
- Maintained strong patient relationships and delivered excellent customer service while handling confidential information with professionalism.

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 audience engagement.

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, Research, Design, Canva, Qualtrics

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

Certifications: 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

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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.