



Mariela Martinez

Hello! I am currently a junior at Loyola Marymount University studying Marketing with a minor in Business Law. I'm excited to learn more about marketing, fan engagement, social media management, and content creations and hope to pursue a career in the music/entertainment industry.

Contact

Email

marielaxmartinez@gmail.com

LinkedIn

<https://www.linkedin.com/in/marielaxmartinez/>

Education

**Bachelor of Arts, Marketing
Minor, Business Law**
Loyola Marymount University
Expected Graduation: 2025

Skills

- Social Media
- Communication
- Market Research

Portfolio

Language

- English
- Spanish
- French

Experience

- **La Playa Market**

Sales Associate

Aug 2021 - May 2023

- Assists customers with checking out
- Maintains a clean working environment for customers and workers alike
- Organizes and processes shipment within the store
- Engages with customers to make their experiences unforgettable and easy to navigate

Certifications

- **Microsoft Office Specialist: Excel Associate (Office 2019)**

- Microsoft

- **Social Media Marketing Foundations**

- LinkedIn

- **Using Customer Surveys to Improve Service**

- LinkedIn

- **Customer Experience: Journey Mapping**

- LinkedIn

- **Surveys and Questionnaires for UX Projects**

- LinkedIn

Organizations and Volunteering

- **Fan To Band**

Street Team Member

March 2023 - Present

- **The Recording Academy**

Grammy U Member

Oct 2022 - Present

- **Ready, Willing, and Able**

Student Leader

Sept 2019 - March 2020

- taught dance lessons to children with special needs
- was responsible for assisting and instructing the kids during class time
- worked with director to choreograph for recitals

- **Walk For Life**

Student Ambassador

Nov 2019 - Feb 2020

- helped come up with ideas to fundraise
- made banner and signs to promote event
- helped organize school wide walk and ceremony