

# EVELYN CADENA



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## AREAS OF EXPERTISE

Advertising  
Social Media Marketing  
SEO  
Digital Marketing  
Graphic Design  
Events Management  
Google Analytics/Adwords  
Copywriting  
Clerical

## COMPUTER SKILLS

Adobe Photoshop•Adobe Illustrator  
•Adobe InDesign•Microsoft  
PowerPoint•Microsoft Word  
•Microsoft Excel•Dropbox•Google  
Drive•Microsoft SkyDrive•Dropbox  
•Buffer•Hootsuite•Twitter Analytics  
•Facebook Insights•Facebook  
•Twitter•Instagram•Snapchat

## LANGUAGES

English  
Spanish

## CERTIFICATIONS

### SEO FOUNDATIONS //July 2018

LinkedIn and approved by the American  
Marketing Association (AMA)

### SOCIAL MEDIA MARKETING:MANAGING ONLINE COMMUNITIES //June 2018

LinkedIn and approved by the American  
Marketing Association (AMA)

### TEAMWORK FOUNDATIONS//Sept 2017

Linda.com and approved by Project  
Management Institute (PMI)

## EDUCATION

### BACHELOR OF ARTS IN COMMUNICATIONS WITH A CONCENTRATION IN ADVERTISING//2018

California State University, Fullerton  
Fullerton, CA

### CERTIFICATE OF PROFICIENCY IN GRAPHIC APPLICATIONS//2016

Southwestern College  
Chula Vista, CA

### ASSOCIATE OF ARTS IN COMMUNICATIONS//2015

Southwestern College  
Chula Vista, CA

## PROFESSIONAL EXPERIENCE

### GRAPHIC DESIGN INTERN // AUG 2017 - OCT 2017

OC Waste & Recycling, Santa Ana CA

OCWR offers a dynamic and innovative work environment in which individuals are encouraged to utilize their talents, skills, and creativity to address community needs and challenges. Interns will work with the department's Strategic Communications unit.

### MARKETING COORDINATOR // JAN 2017 - SEPT 2017

Daily Titan, Fullerton CA

Recruited as first marketing professional to manage traditional marketing efforts for the California State University, Fullerton. Quickly introduced management social media marketing as a means to generate brand awareness and develop leads.

- Increased followers on social media by 38.75% on average and managed company's social media platforms with more than 13,000 followers (Twitter, Instagram, Facebook, Snapchat)
- Understand the goal, audience, and message of a campaign and create copy to suit. Write advertising copy for use by publication or broadcast media to promote the sale of goods and services
- Used data analysis tools to gather customer feedback to inform our sales teams
- Kept promotional materials ready by coordinating requirements with graphics department
- Planned meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists
- Worked with the Events Coordinator to promote and coordinate office events that hosted 16 different companies and 4,000 students twice a year
- Worked with the Graphic Design team to deliver content that meets the client and company's specifications
- Worked with Account Executives to advise on the various analytics to help clients with their marketing needs

### STUDENT WORKER // SEPT 2015 - MAY 2016

Student Employment Office, Chula Vista CA

- Managed 65 employers in 2 job fairs, maintaining an atmosphere of exactness, efficiency, and attention to detail
- Handled 90+ calls daily, with duties including signing up new customers, retrieving customer data, presenting relevant information, and canceling services
- Trained two new employees in how to use our data program, entering customer data and organizing customer interaction logs

### PUBLIC RELATIONS OFFICER// AUG 2012 - MAY 2013

SWC Puente Club, Chula Vista CA

- Helped organize 4 marketing events
- Prepared promotional presentations to more than 5,000 students