

Isabella Mendoza

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EDUCATION

Virginia Commonwealth University

Bachelor of Science: Marketing

Richmond, VA

May 2024

Relevant Courses: Integrated Mktg. Communications, Digital Mktg., Organizational Communication

WORK EXPERIENCE

JMA Solutions

Marketing Intern

Washington, DC

May 2023-August 2023

- Contributed to developing and executing marketing strategies to enhance client engagement
- Assisted in managing social media platforms, creating content, and implementing campaigns
- Planned and organized corporate events and client engagements, ensuring seamless execution and client satisfaction
- Oversaw inventory tracking and management, optimizing supply levels and ensuring efficient resource allocation

The Poe Museum

Marketing Research Practicum Project

Richmond, VA

January 2023-May 2023

- Conduct exploratory research using IBISWorld, Intel, and Business Source Complete to understand industry trends, consumer behavior, and local competition
- Track social media presence and diverse data collection techniques to gather insight on how to improve marketing communications and increase brand discovery
- Connect research findings to develop actionable solutions and support marketing strategies
- Create comprehensive reports and presentations for the client to summarize findings and recommendations based on the data
- Present research findings and recommendations to a panel of stakeholders, demonstrating strong public speaking skills and the ability to clearly express ideas based on data

LEADERSHIP EXPERIENCE

Alpha Gamma Delta Women's Fraternity

President

Richmond, VA

January 2023-Present

- Directed a team of 70+ members to ensure efficient execution of projects
- Maintained filing records, kept track of storage inventory, and oversaw budget allocations
- Completed monthly analysis reports to notify Headquarters of progress and accomplishments made
- Acted as a liaison between university officials, alumnae, local businesses, advisors, and members
- Managed Excel, PowerPoint, and Google Calendar to communicate effectively

Women in Business

General Member

Richmond, VA

December 2021-Present

- Participated actively in networking events, fostering connections with peers and professionals
- Engaged in workshops and seminars enhancing skills in leadership, communication, and strategic thinking
- Volunteered in projects that promoted business education and career readiness among diverse groups
- Enhanced proficiency in Microsoft Suite and other essential business software through workshops and practical applications

OTHER RELEVANT EXPERIENCE

Feed More Food Bank: Volunteer

January 2022-Present

Loudoun County League Field Hockey: Coach

February 2019-May 2023

RELEVANT SKILLS

Software: Proficient in Microsoft Word, Outlook, Excel, and PowerPoint

Marketing: Social Media, Graphic Design, Project Management, Marketing Plan Creation

Business Statistics: Probability distributions, sampling distributions, hypothesis testing

Languages: Fluent in Spanish and intermediate in French