

Alexis Mendieta

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EXPERIENCE

Sun-Life Organics Larkspur, CA

Samurai (Juice Barista) – Manager

2021 – 2022

- I worked as a manager at Sun Life Organics, where my daily routine involved dictating tasks to my co-workers, managing inventory, checking sales and revenue, and opening and closing the store. Working at Sun Life helped me develop many new skills and attributes that added to my list of strengths and allowed me to succeed in those areas.

Marin County Country Club Novato, CA

Outside Service

2020 – 2021

- I organized and planned tee-times and tournaments, and assisted members with golf-related questions and issues.
- Working at MCC helped me build confidence and faster personal relationships with many of the members. Additionally, I was able to acquire new skills. The friendly environment and the people I interacted with made it an amazing place to work.

Vineyard Vines Corte Madera, CA

Sailor (team member)

2019 – 2020

- I was part of the crew at an amazing retail store, VV. Working there opened up a whole new set of skills, such as product and visual placement. It helped me broaden my ideas and imagination on how things should appeal to customers and what brings them into our store. Overall, VV gave me strong knowledge and provided a great teamwork environment.

PROJECTS

Student Consultant, Company X (Non-Disclosure Agreement), Global readiness project, Aug'23-Nov '23

- Conducted a global readiness assessment for a International company in the X industry
- Assessed global industry trends, identified potential markets, and evaluated key market access barriers in a global context. Prepared and delivered a presentation and report to company of executives

Google Paid Search Ad Campaign For University of San Diego Marketing & Communications, Sept-Dec'23

- Developed Paid google search Ads to promote and raise awareness of USD's future students
- Targeted global and US futures students market using a \$xxx budget over the course of 3 months. Campaign theme focused on USD global perspective.
- Performed keyword research and Google trend analysis to develop and adjust ads through an iterative process over 3 rounds of ad modification.
- Results: Total clicks:2264, Total Impressions:22,508, CTR: 10.06%,

Clubs / Sports

University of San Diego (Rugby Team) SanDiego, CA

Rugby Player

2022 – Present

- I play as a forward and prop on my scores team and serve as a team leader and role model for my teammates.

Santa Rosa Junior college (Football Team) Santa Rosa, CA

Offense of Line

2019 – 2022

- I played college football (Juco level) . I was a guard, center and long snapper for the team.

Santa Rosa Junior college (Rugby Team) Santa Rosa, CA

Rugby player

2019 – 2020

- Was part of the rugby club at SRJC, here was were I was introduced to the great game. Played forward & prop.

EDUCATION

University of San Diego

Bachelor of Business Administration, minor in Finance

2022-Current

- GPA: 3.2
- Student Athlete

San Diego, CA

August

SKILLS/CERTIFICATIONS

Certifications: Digital Marketing,

Skills: Microsoft Office (Excel, PowerPoint, Word), Marketing, Sales, Accounting, Communication

Language: English and Spanish speaking and writing fluency (bilingual)

Social Media App: Instagram, Twitter, Facebook, and LinkedIn, HubSpot trailblazer [alexismendietasalinas]