

## Professional Experience

### Marketing Intern

Westline Bank, San Diego, CA | May 2021 – Present

- Collaborate with marketing teams and ad agencies to create brand messaging and targeted advertisements across digital channels for a commercial bank
- Support the marketing manager in gathering market data, performing research, and creating copy for websites and social media, including LinkedIn, Facebook, and Twitter
- Write 15+ blog posts on banking products and services and develop 10+ weekly social media advertisements, resulting in a 50% increase in audience engagement on LinkedIn

## Academic Experience

### Marketing Projects

University of San Diego, San Diego, CA | September 2020 – May 2021

- Executed an academic project to create social media marketing strategies for companies within the boating industry, which included developing a social media campaign, visual assets, and an Instagram page
- Wrote a 10-page research paper analyzing consumer behavior and customer retention approaches within the e-commerce space

## Education

### Bachelor of Science (B.S.) Marketing

University of San Diego, San Diego, CA | September 2017 - May 2021

# Raymond Sanchez

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A Marketing Professional with entry-level experience specializing in brand messaging, storytelling, competitive analysis, and communication. A strong history of supporting the development of marketing campaigns and advertisements for large businesses.

## Key Skills

- Digital Marketing
- Storytelling
- Campaign Strategy
- Data Analysis
- Social Media Marketing