

# Isabel Grajeda

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## EDUCATION

Newton Country Day School (2015-2022)– Newton, MA

Graduation: May 2022

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

*Bachelor of Business Administration*

Graduation: May 2026

Major: Marketing | GPA: 3.5

Selected Courses: Macroeconomics, Microeconomics, Leadership and Organizational Management, Legal and Ethical Reasoning in Business, Statistics, Intro to Digital Marketing\*, Social Media Advertising\*

\*Classes offered through American Marketing Association Membership

## ACTIVITIES

**Student Professional Organization**, American Marketing Association

January 2023 – Current

**Delta Phi Epsilon Sorority**, Delta Nu Chapter

January 2023 — Current

**Student Professional Organization**, Association of Latino Professionals For America

December 2022 – Current

## EXPERIENCE

Maxi's Pizza, Philadelphia, PA

January 2024– Current (Seasonal Work)

### ***Social Media Intern***

- Manage social media content to promote events taking place
- Designed graphics on Canva to post on the Instagram stories and posts
- Communicated with managers to create accurate and descriptive posts including specials and events

American Marketing Association, Philadelphia, PA

January 2023 – May 2023 (Current Work)

### ***Student Consultant, Cherry Consulting***

- Assisted the creative director and project manager of the AMA organization team to improve promotion of a local Philadelphia business.
- Implemented and learned skills such as brand/promotional strategy and content creation to increase customer engagement by producing a content calendar for Instagram, establishing branding guidelines to ensure consistency in future projects and creating useful marketing materials for the business.

Maxi's Pizza, Philadelphia, PA

September 2023– Current (Seasonal Work)

***Cashier***

- Provided customer service for 500+ customers weekly, while primarily taking customers orders.
- Served customers by putting pizza slices and serving them in boxes.
- Assisted manager and coworkers of the business by completing daily tasks for the business.

Exodus Bagels, Boston, MA

July 2022– Current (Seasonal Work)

***Server***

- Provided customer service for 100+ customers daily, while primarily taking customers orders
- Served customers and made several types of beverages, including coffee and tea.
- Assisted manager and CEO of the business by completing daily tasks for the business.

**SKILLS**

Software: Microsoft Word, Excel, PowerPoint, iMovie, Google Slides, Canva

Languages: Advanced Proficiency in Spanish