

# Samantha Pelayo

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## EDUCATION

**California State University Fullerton, Mihaylo School of Business**

Fullerton, CA

Bachelor of Arts in Business Administration, Concentration: Marketing

August 2019

Major GPA: 3.30/4.00

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## EXPERIENCE

**SOCIALITE Clothing** | <https://socialiteclothing.com>

Los Angeles, CA

*Marketing Intern*

January 2019- April 2019

- Inputted data of new clothing on BeProduct for different retailers such as Nordstrom, Nordstrom Rack, Tilly's, and Urban Outfitters
- Audited inventory by communicating with direct supervisors and inventory management team to maintain inventory and account organization
- Utilized Hype Auditor to check influencer's engagement rate to see if they are beneficial to build brand awareness and sales
- Managed budget for influencer gifting and giveaways

**World of Dance** | <https://www.worldofdance.com>

Fullerton, CA

*Events Marketing Intern*

May 2018- December 2018

- Reviewed venue contracts for World of Dance's events to verify any mistakes or discrepancies
- Used TicketSpice to gather data to track ticket sales every Tuesday
- Acquired NBC contestant's social media to build brand awareness of future World of Dance events
- Engaged in outreach to various dance studios and performers both in-state and out-of-state using social media platforms to promote future events
- Worked on data analytics from YouTube, Facebook, and Instagram for sponsors of World of Dance to compare different trends and statistics of overall content views
- Created thumbnails for Instagram and YouTube using Adobe Photoshop for World of Dance's video content
- Produced a yearly PowerPoint for Paul Mitchell to showcase recaps events throughout the United States
- Updated expense reports for multiple events into a profit and loss statement using Google Sheets
- Coordinated travel for talents via Google Flights by updating artist/talents calendars
- Gathered press clips after NBC's World of Dance show aired to send to public relations department
- Updated artist/talent's roster daily using Google Sheets to maintain information up to date

**Chiropractor's Office**

Bell, CA

*Administrative Assistant*

February 2014 – December 2018

- Organized the weekly schedule to notify the chiropractor of their clients about 10 to 20 for the day
- Analyzed client's needs based on problems expressed and provide appropriate treatment needed
- Educated clients on treatment packages to save the guest money

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## LEADERSHIP/ CAMPUS INVOLVEMENT

**CSUF Entrepreneur Society**

Fullerton, CA

Chief Marketing Officer

August 2017- December 2018

- Maintained an online presence to encourage and promote club participation
- Utilized MailChimp to check metrics and send out weekly email newsletter to members

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## SKILLS

- Computer: Outlook; Excel; PowerPoint; Word; Watson Analytics (Basic); Google Analytics (Basic); Google AdWords (Basic); Qualtrics; IBM SPSS; MRI; ESRI; Adobe Photoshop (Intermediate); Social Media Marketing-Facebook (Advance), Social Media Marketing- Instagram (Advance), MailChimp (Intermediate); BeProduct (Intermediate); HypeAuditor (Advanced)
- Language: Spanish (Fluent, Native)