

GIOVANNA SANTOS

Marketing Associate

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Enthusiastic Marketing Associate with experience devising and implementing marketing campaigns, product placement and brand development. Proven leader with engaging demeanor and success working in most demanding environments.

Skills

Business Development
Strategic Planning
Customer Relations
Social Media Management
Marketing and Publicity
Project Management
Market Analysis
Brand Development
Leadership

Education

2019-08 - 2022-06

Associate of Science: Marketing

Canada College - Redwood City, CA

- GPA: 3.5
- Continuing education Bachelor in Marketing
- Awarded Cum Laude
- Dean's List 2019-2022

2016-08 - 2018-06

High School Diploma

Marjory Stoneman Douglas High School - Parkland, FL

GPA: 4.28

- Member of National Society of High School Scholars.
- Over 500 hours of community service.
- Passed on the Brazilian Olympics of Mathematics (OBM)

- Played volleyball at the Minas Tênis Club in Brazil for 7 consecutive years.

Certifications

2022-04 UX Design - Google Certificate

Work History

2021-01 - 2022-02 **Business Owner / Marketing**

The Bio Pot, San Francisco, CA

- Put together realistic budgets based upon costs and fees for effectively operating business
- Acquired 700 followers on Instagram in 4 months
- Devised and deployed sales and marketing tactics to drive strategic growth and support achievement of revenue goals
- Stayed current with market trends to determine optimal pricing of goods and services and to capitalize on emerging opportunities
- Planned marketing initiatives and leveraged referral network to promote business development
- Analyzed and reported social media and online marketing campaign results

2020-03 - Current **Grocery Delivery Driver**

Instacart, San Francisco, CA

- Maintained 4.8 customer rating
- Completed rush deliveries on tight timetables to satisfy customer needs
- Operated vehicle safely in highly congested areas with no traffic violations
- Communicated customer complaints, requests, and feedback to company management for swift resolution.
- Focused on time management to ensure customer satisfaction.

2018-07 - Current **Food Delivery**

Doordash, San Francisco, CA

- Maintained 4.8 in customer rating.
- Anticipated customers' questions and complaints and skillfully handled any concerns.
- Achieved promised delivery times consistently by using GPS software and time management skills.

Languages

Portuguese

 Excellent

Spanish

 Very Good