

# Celia del Castillo

## Marketing internship

### CONTACT

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### PROFILE

Honor's marketing student with experience in social media management, content marketing, and copywriting. Will graduate in December with a BBA in Marketing and seeking for a marketing internship. Excellent communication, leadership, and organizational skills. Very creative, ethical, and hardworking.

### EDUCATION

BBA - MARKETING  
*Georgia Southwestern State  
University, Americus (GSW), GA*  
December 2019  
Cumulative GPA: 3.6  
Marketing GPA: 4.0

### KEY SKILLS

Bilingual: English and Spanish  
Social Media Management  
Excellent Communication Skills  
Microsoft Word, PowerPoint,  
Prezi, Canva  
Strategic Planning  
Team Work

### AWARDS

Research Symposium Winner  
GSW Honor's Scholarship Recipient  
Dean's / President's List  
School of Business Scholarship  
Recipient

### ACTIVITIES

GSW Women's Tennis Team  
GSW Honor's Program Member  
Vice-President Marketing Club  
Volunteer at Magnolia Manor  
Nursing Center, Americus GA  
Volunteer at Oxfam International  
Organization, Brighton, UK

### EXPERIENCE

#### MARKETING COORDINATOR

*Georgia Southwestern State University, Americus, GA / 2018 - Present*

- Successfully spearhead campaigns on social media platforms and maintained strong social media presence across Facebook, Twitter, and mainly Instagram
- Monitor online presence of the school brand and engage with students, strengthening relationships between faculty staff and students
- Develop marketing strategies to increase student participation in events happening on campus

#### STAFF WRITER

*Sou'Wester, Georgia Southwestern State University Newspaper  
Americus, GA / 2017 - 2019*

- Write monthly sports articles for the school newspaper
- Engage in interviews with coaches and faculty staff

#### SPANISH TUTOR

*Georgia Southwestern State University, Americus, GA / 2016 – Present*

- Provide private or group assistance to students studying the language
- Develop strategies focused on improving student's grades

#### CAMP COUNSELOR

*Tarifa Kitesurf Camp (TKS!), Tarifa, Spain / 2015 – 2018*

- Managed Instagram account and planned balanced recreational programs for kids between 10-18 y/o