

Gabriel C Mercado

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CAREER OBJECTIVE

As a 3rd year managerial science student with a marketing minor, and as an American citizen who has lived abroad for most of his life, I intend to secure a managerial and marketing-focused position in a reputable organization where I can bring in different cultural and generational perspectives.

EDUCATION

Georgia State University | Cumulative GPA: 4.11 Atlanta, GA
J. Mack Robinson College of Business
Bachelor of Business Administration: Major in Managerial Science | Minor in Marketing December 2023
Relevant Coursework: Managing People in Organizations, Business Analysis, Computer Information Systems, BUSA 4500 – Panthers Accelerated Career Experience (PACE)
Participated in an invitation-only applied management consulting field study program that was available to top performing students at the College of Business. My team consulted with Enterprise Holdings Inc. which is the leading company in the rental car industry focused on providing the best transportation services to its recurring and potential customers. Our task was to research, recommend, and propose specific growth strategies for attracting and retaining newer talent in an industry where the average agent is 40 years old. My role was the project coordinator but also supported the Chief Marketing Officer and Secretary.
Awards: E.L. Abbie Abercrombie Scholarship and HOPE Scholarship.

PROFESSIONAL EXPERIENCE

Incan Turnpike | *Founder, Sales Promotion* | Atlanta, GA October 2021-Present
• Curate and sell fashion-forward, environmentally friendly vintage clothes for young people by way of my own online store on the DEPOP platform/app.
• Oversee sales promotion through discounts and personalized messages for potential and current customers.
Rue 21 | *Sales Manager & Merchandise Supervisor* | Locust Grove, GA June 2019-Present
• Entrusted with analyzing business data, conducting hiring and training processes for newly employed associates, and setting structural and financial goals through a concise sales plan for the day/week/month.
• Achieved records for receiving and organizing stock, excelled in sales, employee with greatest seniority after store manager
• Assigned with overseeing inventory, promoting products, prioritizing lean systems to avoid product push delays, managing the stock room, and making timely business decisions involving sales loss prevention.
Caprica Education | *Administrative Intern, Sales Promotion* | Stockbridge, GA January 2021–August 2021
• Entrusted with overseeing product promotion campaigns aimed at target market in international market using MailChimp, Wix, and mass email
• Helped expand social media presence by way of websites, Facebook, and LinkedIn
• Managed online course implementation for international students

LEADERSHIP

American Marketing Association (AMA) | *VP of Communications for GSU Chapter* January 2022-Present
• Management of most internal and external communication of the chapter
• Develop effective communication strategies to reach out to the right public by way of monthly newsletters
• Expand and solidify social media presence to attract potential members
Management Leadership for Tomorrow (MLT) | *Career Prep Fellow*
• Selected among thousands of high achieving applicants to participate in a career preparation program and socialize with future marketers and managers
• Complete business case studies and assignments to hone analytical, quantitative, and technical skills
• Interact with and learn from leading companies and leaders in the industry by way of monthly summits and sessions
National Society of Collegiate Scholars (NSCS) | *Member* September 2020-Present
• Attend semestrial events
• Reach out to new members to incentivize participation and collaboration as well as finding about program perks
Acompañame / Accompany Me January 2019-May 2019
• Visited children who were ill or injured (burn victims) and cheered them up by talking to them or performing plays
• Engaged in campaign drives to help raise funds for the needy
Proyecto Damian / Damian Project March 2013–December 2018
• Distributed food and clothing to rural Andean communities
• Became the "godparent" for young children in economically challenged communities
Men's Volleyball Team, Junior Varsity January 2016-December 2017
• Participated as a lead player on the team for city championship

- Collaborated, cooperated, and got along with a plethora of team members of various backgrounds

United Nations Simulations (MUN) | *Delegate*

August 2016–April 2017

- Participated in simulated debates and discussions as a delegate for various countries in different congresses, including France and Israel
- Learned to think critically and solve problems under pressure through deadlines and specific objectives

SKILLS & INTERESTS

Languages: English & Spanish (fully fluent and conversant)

Technology: R Studio, Wix, Excel, PowerPoint, and Word, Tableau, Canva.

Interests: Disadvantaged-Community Assistance, International Travel, Selling, Academic Research, Designing