

KARLA M. ROJAS BAQUERO

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EDUCATION

GEORGIA STATE UNIVERSITY, J.Mack Robinson College of Business, Atlanta, GA
B.B.A, Marketing Major

- Cumulative GPA: 4.0
- President's list (2019, 2020 & 2021)
- Dean's list (2019)
- Key Skills: Photoshop, Illustration, InDesign, Microsoft Office Suite, Tableau, R studio, Video editing, Marketing Strategy.
- Languages: Spanish and English

EXPERIENCE

Full time student working 30+ hours a week

GEORGIA STATE UNIVERISTY PANTHER DINING Atlanta, GA October 2019-Present
Student worker

Handled cash, credit and debit transactions in a fast pace environment. Provided positive customer experience, resolving customer issues and answering questions. Responsible for unting the contents of the cash drawer at the end of the shift, maintaining receipts, records and withdrawals. Closing of the store and training of new employees.

SOCIALLYIN Atlanta, GA September 2021-Present
Marketing Development Intern

Conducted market research and competitive analysis through the use of theme boards, SWOT/PEST, Journey Maps, to evaluate trends, pricing, and brand positioning to launch SociallyIn's new line of service SociallyIn Restaurants. Developed service packages to target small-size restaurants in Atlanta, offering affordable social media marketing services designed to meet their needs and keep up with market trends.

GRADY HOSPITAL Atlanta, GA September 2021-Present
Marketing Development Intern

Assisted in developing a marketing communication plan for Grady Hospital Foundation. Elaborated the press release statement for Grady's 130th anniversary to raise funds for their program. Grady is the 5th largest hospital system in the country and the largest hospital in the state of Georgia.

CONCENTRIX CORPORATION Bogota, Colombia April 2019-August 2019
Human Resources Assistant

Supported the HR department with recruitment process, filtering, sorting, and hiring. Analyzed and evaluated candidates' profiles to match them with over ten different brands, exhibiting understanding of brands' culture, personality and needs. First point of contact between applicants and the company. Concentrix is a business service company specializing in customer engagement and business performance.

CONCENTRIX CORPORATION Bogota, Colombia March 2018- August 2019
Tech Support and Sales Advisor

First point of contact for AT&T Postpaid and Prepaid customers. Managed customer relations with new and existing customers. Assisted with Technical support and retention, as well as post-purchase experience. Awarded with Employee of the month for five consecutive months, demonstrating leadership, understanding of customer needs and opportunities, and complete comprehension of AT&T's brand positioning and competitive advantage.

AFFILIATIONS

LASSO (Latinx Student Services and Outreach)
