

Ajay Cunanan

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EDUCATION

B.S. Business Administration, Concentration: Management Information Systems

San Jose State University, San Jose, CA

Graduation: May 2027

Diploma, James Logan High School

Magna Cum Laude Graduate, GPA 3.6

Union City, CA

May 2023

EXPERIENCE

Tesla

Consultant

Lead Generation & EV Infrastructure Strategy

San Jose, CA

Jan 2025 - May 2025

- Identified 1,000+ qualified leads across healthcare, corporate, and hospitality sectors to support EV charger expansion, connecting with key decision-makers through strategic research.
- Led industry-specific messaging development, crafting targeted communication strategies for healthcare, corporate, hospitality, and aviation sectors, emphasizing sustainability and Tesla's complimentary EV chargers.
- Designed and implemented a CRM integration and data management strategy using Apollo.io and HubSpot, streamlining lead nurturing, email marketing, and improving campaign performance with verified lead data.
- Created and launched a customer insights survey via Qualtrics, achieving over 1,000 responses and generating actionable data on consumer preferences and EV adoption behavior.
- Produced SEO-informed content samples and blog posts for Tesla's website based on survey findings, aligning with content marketing strategy, brand voice, and audience engagement trends.

Omatochi

Marketing Operations Intern

Dublin, CA

May 2024 - Aug 2024

- Collaborated with the marketing team to develop and execute targeted digital marketing strategies, resulting in a 25% increase in social media engagement over three months.
- Managed and scheduled content across company social media platforms (3–4 posts/week), contributing to a 15% growth in followers and a 10% boost in post performance.
- Applied event marketing and promotional tactics to increase visibility and attendance, leading to a 20% growth in event participation and higher post-event engagement metrics.

SJSU Market Association

Corporate Relations Director, Prev Alumni Relations Director

San Jose, CA

Feb 2024 - Present

- Led and collaborated with cross-functional teams to plan and execute 5+ professional development workshops per semester, leveraging participant data and feedback to optimize programming and increase engagement among 200+ members.
- Built and managed strategic partnerships with professionals and alumni from Nvidia, Meta, Cisco, and Oracle, coordinating guest speaker events and networking sessions that expanded organizational visibility and strengthened community relationships.
- Provided ongoing career development support to 100+ students each semester, applying data-driven insights to improve member experience, communication strategies, and overall program effectiveness.

CERTIFICATIONS

- Social Media Marketing: Strategy and Optimization
- SEO Foundations

SKILLS

Microsoft(Word,Excel, Powerpoint, Outlook), **Google**(Docs, Sheets, Slides), **Design Tools**(Canva, Phonto), **CRM Tools**(Sales Force, HubSpot CRM, Apollo.io) **Survey Tools**(Qualtrics) **Additional Skills:** Leadership, Collaboration, Communication, Problem-solving, Creativity, Adaptive, Customer Oriented