

## 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

San Jose, CA

Jan 2025 - May 2025

#### Lead Generation & EV Infrastructure Strategy

- 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