

Jasmine Cardeno

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EDUCATION AND HONORS

San Jose State University

San Jose, CA

Bachelor of Science in Business Administration, Management Information Systems

Expected May 2023

- Minor in Computer Science
- Relevant Coursework: Fundamentals of Management Information Systems, Systems Analysis and Design, Networking and Data Communications, Introduction to Programming, Discrete Mathematics

Sacramento City College

Sacramento, CA

Associates in Business Administration, Economics, and Interdisciplinary Studies

May 2021

- President's Highest Honors for Outstanding Academic Achievement
- Sacramento City College Honors Program

SKILLS

Programming Languages: Python, Java, C, C++, JavaScript, HTML, CSS

Data Analytics Tools: Google Analytics, Optimize, Data Studio, and Ads

Applications: Microsoft 365 (Word, Excel, PowerPoint), Google Suite, Adobe Creative Cloud, Final Cut Pro, Procreate, Canva, Wrike, Basecamp, Asana, Zoom

Social Media: Facebook, Instagram, Twitter, YouTube, TikTok, LinkedIn, Twitch, Discord, Slack, Hootsuite

PROFESSIONAL EXPERIENCE

Junior Art Director

San Francisco, CA

SkyBloom

March 2019 – Present

- Conceptualizing and producing storyboards, videos, and graphics for clients' boosted social media campaigns.
- Designing integrated content and visual marketing increasing engagement by 112 percent.
- Facilitating project management to plan and execute creative project tasks and launches on schedule.

Shift Lead Team Member

Elk Grove, CA

Happy Lemon

September 2018 – April 2019

- Lead barista and cashier serving food and drinks in a fast-paced environment during peak hours.
- Provided a high level of customer service and built lasting relationships with customers by memorizing frequent customer's orders increasing positive feedback and sales by 38 percent.
- Communicated effectively with coworkers and customers to ensure service exceeded customer expectations.

COMMUNITY AND LEADERSHIP

Manager

Elk Grove, CA

Cosumnes Oaks Coffee Cart

July 2016 – May 2018

- Developed a coffee cart operated by special education students to create an inclusive community.
- Managed the marketing of Coffee Cart including the sales process, promotions, and logistics to grow profit margin.

Volunteer

Sacramento, CA

Dignity Health

May 2017 – April 2018

- Organized and led activities for the patients and residents at the Dignity Health Methodist Hospital.
- Coordinated with team members to host events and cared for the residents and maintained the condition of their living spaces.

PROJECTS

Aerial Grey | Marketing Coordinator

May 2020 – August 2021

- Optimized personalizations and increased traffic on website and social media platforms using A/B multivariate testing to increase brand awareness and customer acquisition.

ACTIVITIES

Social Media Coordinator, Journal Club, SJSU

Member, Management Information Systems Association (MISA), SJSU

Member, Marketing Association, SJSU