

JENNIFER A. ROCHA

San Jose, CA | Jennifer.rocha@sjsu.edu | (209) 427-6396

EDUCATION

San Jose State University | Lucas College and Graduate School of Business

Bachelor of Business in Management Information Systems

Expected May, 2025

- **Relevant Coursework:** Calculus for Business, Business Statistics, Financial Accounting, Fundamentals of Management Information Systems, System Analysis and Design
 - **Certificates:** Dean's Scholar (Fall 2022), Biliteracy Seal (2021), Garden Fellowship Certificate (Spring 2023)
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PROFESSIONAL EXPERIENCE

Associated Students Events, San Jose state university

San Jose, CA

Events Coordinator

August 2023-Present

- Assisted in creating, coordinating, and executing core A.S. events and partnership events.
- Contributed to event planning and writing, including timelines, event schedules, and staffing plans.
- Coordinated event logistics, including site mapping, equipment loading, setup, and cleanup.
- Collaborated with A.S. Marketing staff to brand and promote events to the University and local community.

Associated Students Student Government, San Jose State University

San Jose, CA

Student Assistant

August 2022-Present

- Provide clerical support to the Government and Administration departments. Clerical duties include taking and typing meeting minutes, posting A.S. Government documents, filing or archiving documents, and oral or written correspondence.
- Contributed to the successful execution of school events by collaborating with the event team to plan logistics, coordinate resources, and communicate effectively with stakeholders, ensuring smooth operations and a positive experience for participants.
- Operated in a high stress and fast paced office environment.

San Jose State University Bookstore

San Jose, CA

Project Management | General Merchandise

July 2021-Present

- Created visually appealing projects by conceptualizing and designing eye-catching displays, signage, and promotional materials, effectively conveying brand messages and attracting customer attention to drive sales and enhance the overall shopping experience
 - Promoted our companies app; Bartleby to customers as I gained skills in interpersonal communication and sales tactics
 - Worked in different departments such as general merchandise, register, customer service, and technical support
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VOLUNTEER EXPERIENCE & ACTIVITIES

Garden Fellowship Program

San Jose, CA

- Engaged in advocacy and community service activities, including constructing letters, making calls to council members and the mayor, and voicing concerns about destructive gravel mines and their impact on the Amah Mutsun Tribal Band.
 - Explored the topic of environmental justice and gained practical knowledge and skills related to scholarship, intersectionality, and everyday environmental practices.
 - Networked with environmental justice experts and leaders from organizations such as La Mesa Verde and SouthBayCLT.
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SKILLS & INTERESTS

Computer: Google Workspace, Google Collab, Microsoft Office (Excel,Powerpoint), ADP, Oracle, Python

Skills: Project Management, Event Marketing, Brand Marketing

Strengths: adaptable, accountable, productive, efficient, team player, customer service, organized, mentoring

Languages: English (Native), Spanish (Native)

Interests: Design, Investing, Innovation & Technology, Sustainability, Strategic Planning and Business Development