

Elijah Fernandez

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WORK EXPERIENCE

Wonsulting

Los Angeles, CA

Marketing Strategist

September 2020 – Present

- Generate reports on Sprout Social and Excel to conduct trend analysis for social media content, identifying niche to optimize organic reach from 13% to 27% in a span of 3 months.
- Collaborate with senior management including marketing lead to grow Instagram and LinkedIn accounts, implementing posting schedules for popular content which increased followers to 100k+
- Provide recommendations to enter a niche market for career tips, conducting market research on Qualtrics for 100+ infographics and video content on TikTok
- Utilize CRM platforms including Salesforce and Hubspot to service 50+ clients daily, working with sales team to identify pain points and marketing opportunities for success stories

Target

San Jose, CA

Sales Manager

January 2019 - January 2020

- Analyzed financial statements, business summary reports, and dashboard recaps to attain data based on product comparable percentages and penetration rates for district managers which increased store efficiency by 16%.
- Collaborated with senior management on multiple functions including customer success and finance, increasing survey submissions from 60% previous month to 75% by identifying the pain points of customer feedback.
- Evaluated 100+ employees in 6 departments through surveys and office hours assessing strengths and overall skills which improved productivity for tasks by 23% daily.

Nordstrom

San Francisco, CA

Seasonal Sales Associate

April 2018 – September 2018

- Presented recommendations for seasonal sales items including clothing and electronics to senior management, streamlining POS which accumulated to \$1,500 in sales daily
- Reviewed P&L with sales lead and district manager to identify highest & lowest penetration rates on all products, analyzing all products which increased efficiency of deliveries from store to customer by 17%
- Maintained and built relationships with 100+ customers daily, providing exceptional customer service and efficient product deliveries daily which translated to a customer satisfaction rating score of 97%

LEADERSHIP EXPERIENCE

Association of Latino Professionals For America (ALPFA)

Riverside, CA

Director of Professional Development

April 2017 – Present

- Partner with 100+ professionals and recruiters in various firms and organizations, bringing out 10+ companies including Deloitte, KPMG, Vanguard, and Kohl's for our Professional Networking Dinner with 150+ attendees.
- Spearhead events for weekly meetings regarding resumes, cover letters, and LinkedIn workshops, presenting research during ALPFA Regional, Los Angeles Pre-Convention workshop for 110+ students and professionals.

Second Harvest

Toronto, ON

Volunteer Lead

March 2019 – May 2019

- Coordinated 3 events with team members regarding food rescue charities at local businesses, generating 50 tons of vegetables and fruits to donate to 500+ homeless shelters across the Toronto area
- Provided 105+ vegetable meals daily to front-line workers to help prevent 70M+ pounds of greenhouse gases

EDUCATION

San Jose State University

San Jose, CA

BS in Business Administration, Marketing (GPA: 3.9)

Graduation Date: June 2020

- Organizations/Awards: Honors Program, Second Harvest, Dean's Honors List, Chancellor's Honors List

SKILLS & INTERESTS

Skills: Microsoft Office (Excel, PowerPoint) | Sprout Social | Salesforce | HubSpot | Qualtrics | CRM

Interests: Marketing & Operations, Analytics, Career Consulting, Speaking at Universities, Basketball