

# RAMON SILVA

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## PROFILE

Strengths include:

- Microsoft Office Suite
- Data Analytics, Undergraduate Research Experience
- Effective communicator, Bilingual: English and Spanish (written and verbal)

## EDUCATION

**University of California Merced**

Bachelor of Science

*Major:* Management and Business Economics

Merced, CA

***Graduated December 2024***

**GPA: 3.4**

## EXPERIENCE

**YMCA**

***Marketing Intern***

Sacramento, CA

*January 2023 - Present*

- Developed new member marketing packets resulting in 10% sales increase
- Wrote and edited 14 new monthly newsletters
- Conceptualized and designed promotional, publicity materials for People of Distinction Awards in both English and Spanish
- Maintained contact and provided information to participating contributors, nominators, nominees and 100+ award recipients

**R.B. Technologies**

***Market Research Intern***

Sacramento, CA

*March 2021- March 2022*

- Studied the fundamentals of QS9000 certification and developed survey to measure present progress toward certification
- Administered survey to company's clientele and analyzed responses
- Presented results to Paxton's National Executive Board
- Used results to design plan that increased company's efficiency

**Enrollment Management Corporation**

***Marketing Coordinator***

Merced, CA

*December 2020-January 2021*

- Designed survey instruments and summarized market research results
- Completed research projects, including competitor analysis, utilizing Nielsen data and student satisfaction assessment
- Coordinated advertising campaign including budgeting, arranging newspaper placement and maintaining communications with assisting design firm

## LEADERSHIP

Alpha Kappa Psi Fraternity, President

Hall Council Board, Member

Council for the Spanish Speaking, Volunteer

Business Society, Member

## AWARDS

Kimberly-Clark Scholar

Outstanding Leadership Award

Beta Gamma Sigma Business Honors Society

Ignatius Scholar