

Irisa Charles

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Objective: I am seeking a full-time position in digital marketing to apply my knowledge and dedicate my passion to social media marketing and brand building.

Skills:

- Collaborative Group Member
- Google Analytics
- Web Design/WiX
- SPSS
- SONA
- Word
- Qualtrics
- Time Management
- PowerPoint
- Hootsuite
- Google Drive
- iMovie

Experience:

Freelance Web Designer, Irisa's Web Design, Brea, CA Aug 2016 – Present

- Create and design websites for desktop and mobile platforms.
- Provide free consultations for clients.
- Integrate SEO and Google Analytics, set up copyright, and social media for clients.

Administrative Assistant, Harvey Family Home Inc., Brea, CA Aug 2012 – Present

- Assist with meeting the needs of residents with intellectual disabilities by providing direct care, supervision and positive behavioral support.
- Attend IPP and Annual meetings, report writing, and organize social and sport outings.

Research Assistant, The Social Influence Research Lab, Pomona, CA Sept 2015 – Jun 2017

- Conducted lab experiments investigating nonverbal behavior.
- Created and launched a website for the research lab using WiX and Google Analytics.

Digital Public Relations Intern, AvoNuts, Los Angeles, CA Jun – Aug 2016

- Received training for digital marketing tools.
- Created social media posts to increase Facebook and Instagram interaction.

Student Research Intern, UC Irvine Medical Center, Orange, CA Apr 2013 – Jun 2015

- Collected Data for the Neuropsychiatric Clinic and administered tests for patients with intellectual disabilities.
- Summarized test scores and updated patient information for final report.

Leadership Roles:

Vice President of Marketing, Market Research Club, Pomona, CA May 2016 – Jun 2017

- Maintain social media presence weekly by posting to social media outlets, collaborate with Executive Board members to design flyers for guest speakers, fundraisers, socials, workshops and present research related material.

Peer Mentor Lead, California State Polytechnic University, Pomona Mar 2015 – Jun 2016

- Co-Lead 11 members, presented outreach training sessions, and held office hours to assist students.
- Raised 10% of the total club donations, facilitated role-playing exercises, created and launched the organization's website.

Certifications & Awards:

- **Dean's List** awarded to students enrolled in 12 or more units with a GPA of 3.5 or more Dec 2015, Mar 2016, Jun 2017
- **Outstanding Service to the Department Award** Psychology & Sociology Dept. Jun 2016
- **Administrator Certification**, California Department of Developmental Services Sept 2015
- **Conduct of Research**, CITI Program Sept 2015
- **Traditional and Digital Photography**, North Orange County ROP Jun 2012

Education:

California State Polytechnic University, Pomona Jun 2017

Bachelor of Arts in Psychology, Marketing Management Minor

Relevant Projects & Coursework:

- Team Project: Overcoming a Marketing Challenge for a Private Client (Interactive Marketing)
- SEO, Advertising and Email Marketing, & Social Media Presentation (E-Marketing)
- Effects of Double-Minority Identity Representation in Advertisements (Experimental Psychology)
- Short & Long-Term Impact of Greek Life on Student Success (Peer Mentors)