

# ANIKA OSPINA

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Orange County, CA



## OBJECTIVE

I am a motivated, results-oriented Marketing student seeking a role to gain experience in the industry. I hope to leverage my creative skill set, as well as social media management and visual content creation, to drive and enhance brand visibility and contribute to the success of a dynamic marketing, public relations, and creative team.

## EDUCATION

### University of San Diego

Pursuing Bachelor's Degree in Business Administration,  
Minor in Marketing  
Presidential Scholarship  
2022 – 2026

### Los Alamitos High School

Graduated with Honors/AP, Dual Enrollment  
2018 – 2022

## LEADERSHIP & VOLUNTEER

- Kappa Kappa Gamma, Eta Gamma Chapter, Public Directions Director, University of San Diego  
2022-Present
- Childcare Supervisor, Long Beach Rescue Mission  
2018-2023
- Assistance League of Long Beach  
2019-2020

## SKILLS

- Organizational, time-management
- Communication: exceptional writer, interpersonal skills, empathetic listening
- Pivot easily from working independently
- Detail-oriented and able to handle multiple tasks simultaneously
- Experience in working under pressure while maintaining a calm demeanor, ensuring thoughtful decision-making and problem-solving
- Proficient in Google Workspace, Excel, Canva

## PROFESSIONAL EXPERIENCE

### Social Media Marketing Employee

Sand+ Fog Candle Company | 2022- Present

- Design and produce compelling posts and videos tailored to S+F brand identity, enhancing product promotion on various social media platforms.
- Leverage artistic skills in visual arts to create visually appealing and brand-consistent content, contributing to a cohesive online presence.
- Work closely with the marketing team to brainstorm content ideas, receiving and integrating feedback to refine social media campaigns.

### Graphic Design

Sand+Fog Candle Company | 2022 - 2024

- Conceptualize and execute innovative lid designs and graphics, enhancing product appeal and brand aesthetic.
- Manage design projects from concept to completion, ensuring timely delivery of high-quality designs under tight deadlines.

### Social Media Manager

Marketplace Women of Orange County | 2023 - Present

- Develop and implement social media strategies aimed at increasing engagement among followers and promoting the visibility of women in business within the community.
- Promote content that resonates with the non-profit's mission, encouraging dialogue, and supporting the growth of women in business.

### Social Media Manager

Kristi Kirkpatrick, Coldwell Banker Real Estate LLC | 2024 - Present

- Develop and execute social media strategies to enhance engagement and promote the realtor's brand and contact throughout Orange County
- Create and distribute content that supports the realtor's mission, encouraging community interaction and showcasing the achievements of women in the real estate industry.

### Sales Associate

Brandy Melville | 2018 - 2019

- Stocked inventory, organized fitting rooms, managed inventory turn-over, and facilitated the customer experience.