

Alondra Guerrero
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EDUCATION

C. T. Bauer College of Business, University of Houston, Houston, TX

Bachelor of Business Administration in Marketing

Bachelor of Business Administration in Management

Cumulative GPA: 3.73

December 2023

- Financed 60% of educational expenses through employment

Lone Star College System, Houston, Texas

Associate of Arts in Business

August 2021

EXPERIENCE

AmCap Home Loans

May 2022 - Present

Assistant Brand Manager

- Coordinate with Creative Director in marketing efforts for company, 400+ Loan Originators, 120+ Branches and 5 DBAs
- Improved efficiencies to reduce overall turn times from 1.5 weeks to 2-3 days on marketing requests by executing designs, creating templates, and implementing project management
- Develop, present, and enact marketing ideas to enhance brand image for company's services such as enhancing SEO and online experience to expand marketing reach by at least 25% quarterly
- Optimize project management with cross-functional teams to establish and refine project timelines resulting in a 30% reduction in errors and an increase in overall project success rates

The Clubs at Houston Oaks

August 2018 - July 2022

Lead Member Services Associate

- Managed a team of 7 professionals while assisting with scheduling and billing for lodging
- Organized, booked, and billed lodging stays, including transportation and overnight accommodations for 700+ members and corporations
- Shadowed 6+ professionals in different departments to increase marketing knowledge such as website management, social media content, created and posted a variety of fliers for event promotion
- Created new print materials for Member Services' daily use such as lodging rate sheets, headcount for upcoming events, customized welcome packets for members and guests

HONORS AND AWARDS

Board of Trustees Scholarship: Spring 2017, Fall 2017, Spring 2018

President's List: Spring 2018 – Fall 2020

Beta Lambda Mu Member and Phi Theta Kappa, Spring 2021

Dean's List: Spring 2022, Fall 2022, Fall 2023

The National Society of Leadership and Success, Fall 2022

Golden Key Honor Society, Spring 2023

ACTIVITIES

Special Pals, Community Volunteer, August 2022

- Assisted employees by cleaning, bathing, and grooming rescues at no-kill animal shelter

First Tee Greater Houston, Community Volunteer, September 2022

- Hosted a golf clinic for underprivileged kids and gifted necessities for school and home

Habitat for Humanity, Community Volunteer, October 2022

- Painted 3 houses to welcome families into their own home for Thanksgiving

CERTIFICATIONS

Hootsuite Platform Certification, Hootsuite Social Media Marketing Certification, Stukent Social Media Simternship

In Progress: Google Data Analytics Certificate, Digital Marketing + E-Commerce Certificate

SKILLS

Fluent in Spanish

Microsoft: Excel, Word, PowerPoint, Outlook

Adobe: Photoshop, InDesign, Illustrator, and Lightroom

SimpleNexus, WordPress, SharePoint, Total Expert