

Devin Guevara - Advertising/Marketing

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EDUCATION

California State University, Fullerton

B.A. Major in Communication Studies / Advertising, Minor in American Studies

- Cum Laude Graduate
- Dean's List recognition: Fall 2022, Spring 2022, Spring 2023, Fall 2023

EXPERIENCE

Server

Finney's Crafthouse and Kitchen, Orange, June 2022 - February 2025

- Making upwards of 250 people per week laugh and smile over their meal experience.
- Ensuring nearly \$10,000.00 in sales transactions are carried out properly every week.
- Catering to tables of couples to large parties of 15 or more for your aunts birthday that no one really wants to be at.

Marketing Intern

Sitch Radio, Irvine, February 2024 - April 2024

- Created and scheduled over 100 social media posts promoting multiple services and cohorts available from the company.
- Reviewing social media analytics and ratings in order to consistently improve content released on a daily basis.
- Learned the process of beginning a marketing business engaging in market research, service definitions, pricing analysis, and web copywriting.

RELATED COURSEWORK

- Advertising Creative Strategy and Execution
- Writing for the Advertising Industry
- Adept Photography for All Projects
- Creative Advertising Idea Driven Portfolio

SKILLS

- Photoshop Adept - Created over 100 [mock advertisement](#) ideas and executions across multiple different products and companies.
- Written Wizard - Well spoken through word or keyboard with multitudes of varying format [writing samples](#).
- Communication Skills - Able to approach and talk to any kind of person as part of work experience; serving upwards of 100 different people daily.
- Project Planning - Achieved Eagle Scout by managing a project to renovate the exterior of Fontana's busiest bingo spot.