

SAMUEL NÚÑEZ II

A VERSATILE AND CREATIVE INDIVIDUAL THAT BLENDS ACADEMIC TRAINING IN MARKETING AND SALES, KNOWN FOR PROVIDING BEST-IN-CLASS CUSTOMER SERVICE AND COMMUNICATIONS IN A VARIETY OF BUSINESS SETTINGS

EDUCATION

B.A. in Marketing May 2015
Minor in Digital Marketing and IMC
Aurora University Aurora, IL GPA: 3.8/4.0
Cum Laude

WORK EXPERIENCE

City of Aurora: Department of Communications Aurora, Illinois January 2014-Present
Marketing-Communications Intern

- Develop and manage online marketing campaigns for the City of Aurora effectively driving brand awareness, engagement, and traffic to social media pages
- Update information and increase engagement via social media outlets and maximize SEO
- Monitor Facebook page to retrieve information during emergency events
- Assist in the organization and implementation for events sponsored by the City of Aurora
- Photograph events and edit photos to be posted on the city's Facebook page and other mediums

Stonebridge Country Club Aurora, Illinois July 2014-Present
Bartender

Aurora Township Youth Service Center Aurora, Illinois January 2011- August 2014
Youth Advisor/Event Planner

- Started and administrated a boys mentoring group BIIM (Boys II Men) Juniors
- Planned, coordinated and oversaw the execution of operations for public events targeted for youth (aged 5-17)
- Assisted students with setting goals to achieve academic and personal success
- Constructed recreational and educational activities and adapted activities accordingly
- Transported youth to recreation, education activities and participated in their supervision
- Assisted in running the center's youth soccer program, and managing its over 500 members

The Walt Disney Company Lake Buena Vista, Florida August 2013- December 2013
Disney College Program Intern: Food & Beverage Operations

- Partnered with management to cater to the needs of Guests while maintaining high levels of Guest satisfaction by following the Four Keys
- Consistently delivered the magic to a multitude of guests averaging around 120 guests per hour
- Successfully completed multiple guest service training courses including Basic Food Safety class
- Assisted in overseeing two restaurant locations in Magic Kingdom, Walt Disney World. Contributed in lowering costs and managing supplies for both restaurants

SKILLS

- **Fluent** in English and Spanish
- Proficient in **Photoshop**
- **Hootsuite Certified Professional**
- Experience with **SPSS Programming** and **Microsoft Office**
- Successfully created and completed a **Google AdWords** Campaign for Wurst Kitchen Co.
- Led a **Marketing Research** campaign for a Franchise owner of Subway
- Development of a **Social Media Plan** for Midtown Pub and Grill

ORGANIZATIONS & ACTIVITIES

- **American Marketing Association** since September 2014
- **AU/AMA Sales Team** since September 2014 have competed in 3 competitions
- **The Aurora University Men's Quartet** since September 2014
- **The Aurora University Choir** since February 2014
- **Elected as Precinct Committeeman for Precinct 1-4** Aurora, IL March 2012-April 2014
- **Alpha Beta Gamma International Business Honor Society** Member since 2013
- **LULAC Council 5218** Aurora, IL 2012-Present
Chapter Member
- **Boys II Men Inc.** Aurora, IL Fall 2008-Present
Scholar Member