

# SELENA WALTER

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## EDUCATION

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**Master of Arts in Communication Management | University of Denver - Denver CO** **Expected 2021**  
Relevant Courses: Brand Management, Marketing Strategy, Research & Integrated Marketing, Marketing Analytics, Social Media Strategy.

**Bachelor of Arts in Graphic Design | Azusa Pacific University - Azusa, CA** **05/2017**  
Relevant Courses: Graphic design I-IV, Graphic Design Processes, Consumer Behavior, Webpage Design.

## ACADEMIC PROJECT HIGHLIGHTS

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- **Costco Rebrand:** Collaborated with designers to create a new brand identity through market research and ideation to convey the business' passion for relational connections with its employees, members, and suppliers.
- **Spotify Social Media Strategy:** Identified objectives, target audiences, and key performance indicators for Spotify to boost brand awareness and increase subscription conversions by 25%.
- **Think Before You Speak:** Conducted a mini ethnographic study conducting quantitative research and qualitative focus groups to gain researching insights on how audiences decode media messages.

## EXPERIENCE

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**The Walt Disney Company | Disneyland Resort – Anaheim, CA** **09/2017 – Present**  
*Merchandise Service Associate*

- Coordinate with management teams to implement strategic marketing strategies to achieve sales conversions and maintain revenue of \$120,000+ daily.
- Assist 100+ guests a day by resolving inquiries through positive interactions.
- Provide positive consumer experiences by creating valuable connections, analyzing audience behaviors and interests to cultivate consumer engagement and gain consumer insight.

**Azusa Pacific University | Information and Media Technology – Azusa, CA** **08/2016 – 05/2017**  
*Graphic Design Internship (08/2015 – 05/2017)*

- Developed strategic planning and responsible for execution of various content for marketing strategies to successfully promote Azusa Pacific University's tech repair services to students and faculty, resulting in a 10% increase in departmental awareness.
- Organized, edited, and designed monthly department newsletters to maintain consistent internal communication and contribute to employee motivation.

*Lab Technician (08/2014 – 05/2015)*

- Demonstrated technical expertise by assisting 20+ lab patrons daily by testing and diagnosing software issues with printers and Microsoft Office programs to ensure a positive experience in the university libraries.

**Azusa Pacific University | Pacific Islanders Organization – Azusa, CA** **08/2016 – 05/2017**  
*Graphics & Marketing Coordinator*

- Led in the design, development, and production of marketing materials and digital content for the Pacific Islanders Organization's annual Luau, resulting in a sold-out show and \$10,000+ in revenue.
- Strategized a marketing plan and created content to attract 500+ luau volunteers.
- Supported the leadership team by ensuring that requirements and goals were met before deadlines.

## EXPERTISE

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### Programs

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Experience Design), Canva, Google Drive, Marvel Prototyping, Microsoft Office (Microsoft Word, Microsoft Powerpoint, Microsoft Excel), Sketch, Slack, Social Media Platforms (Facebook, Twitter, Instagram, Snapchat, TikTok), Squarespace, Wix.

### Certifications

Google Analytics Certification, Hootsuite Certification, Hootsuite Social Media Marketing Certification.