**SALYNA GUANAJUATO**

15150 Blanco Rd. Apt. 11312 ~ San Antonio, TX 78232 ~ Phone (830) 719-9900 ~ Email salyna.g@gmail.com

**CERTIFICATION** Alternative Certification Program Candidate, Program Completion Expected March 2013

Field Based Experience Hours Completed, December 2012

Texas Probationary Marketing Education Certificate 8-12, Expected March 2013

Texas Standard Marketing Education Certificate 8-12, Expected February 2014

**EDUCATION**

**The University of the Incarnate Word** San Antonio, TX

Masters in Business Administration, May 2012

Concentration: Marketing

With Distinction

**The University of Arizona** Tucson, AZ

Bachelor of Science in Business Administration, May 2010

Major: Marketing

Bachelor of Arts, May 2010

Major: Economics

Minor: Spanish

**TEACHER-RELATED EXPERIENCE**

11/10 – Present **The Witte Museum** San Antonio, TX

*Volunteer*

* Assisted with facilitation of scheduled group programs for school districts, between grade levels 2nd-8th
* Completed training on the museum's collection, exhibits and state education standards, in order

to provide knowledgeable information for students, teachers, and parents

* Educated students and parents on program specific exhibits and historical information
* Led and guided conceptual group discussions during interactive student-oriented, interactive activities
* Proposed initiatives for the revision of current and future school programs to better facilitate learning

**WORK EXPERIENCE**

06/12 – Present **Aflac** San Antonio, TX

*Sales Agent*

* Present Aflac benefits and opportunities through individual and group presentations
* Evaluate clients' financial situations through analysis of coverage, investments, and long-term goals
* Communicate with companies through follow-up visits and continuing evaluations of client needs
* Create awareness of policyholders by establishing individual brand and advertisements

08/11 – 05/12 **University of the Incarnate Word** San Antonio, TX

*Graduate Research Assistant – Marketing*

* Conducted extensive market research and review of relevant academic databases and articles
* Performed content analyses of visual media, successfully ascertaining pertinent marketing concepts and

approaches in the field of medical tourism

* Assisted in the composition of proposals and presentations based on the conclusions of research findings
* Identified significant implications and interpretations of results based on deductive and statistical analysis
* Presented findings and probability of future research to peers at the Annual Medical Tourism Conference

06/10 – 09/10 **JCPenney Co.** San Antonio, TX

*Sales Manager*

* Supervised store staff by coaching, counseling, and disciplining employees
* Managed and directed store associates in daily operations on the sales floor, as well as recovery efforts
* Formulated marketing strategy changes by reviewing financial statements and departmental sales statistics
* Sustained operations by coordinating and enforcing corporate operational policies and procedures

06/09 – 08/09 **John Deere – Agricultural Marketing Center** Lenexa, KS

*Incentives Intern*

* Implemented new format for dealer incentive pages for Governmental Special Discount programs
* Coordinated with various departments and divisions for the development of dealer feedback survey
* Identified and resolved problematic areas within incentive documents, as well as dealer website
* Constructed and executed surveys to gain dealer perspective on governmental incentive programs
* Presented survey findings and document modifications to John Deere executives for future implementation

12/07 – 12/08 **University of Arizona** **Campus Recreation – Marketing Department** Tucson, AZ

*Marketing Assistant*

* Assisted in organizational activities of the department regarding database maintenance
* Compiled and organized publicized media entries concerning Campus Recreation programs and facilities
* Edited and proofread various materials, including sponsorship information, Campus Recreation website, student advertisements, certificates, emails and other literature
* Presented informational seminars to students and parents on Campus Recreation policies and opportunities

**AWARDS/ACTIVITIES**

* San Antonio Living History Association – Women’s Coordinator December 2011
* Delta Mu Delta International Honor Society in Business – Member April 2012
* Outstanding MBA Student Award – University of the Incarnate Word April 2012
* University of the Incarnate Word – Marketing Research Presenter March 2012
* Annual Medical Tourism Conference – Marketing Research Presenter February 2012
* American Marketing Association – Member September 2008 – Present
* EdVenture Honda Insight Advertising Competition – 1st Place Team Winner January 2010
* American Marketing Association Kodak Competition – 2nd Place Team Winner May 2009
* Google Case Competition – 1st Place Team Winner May 2008
* Publication: A Student’s Guide to First-Year Writing – Cultural/Content Analysis; published August

2006 – 2007

**SKILLS**

* Bilingual proficiency in Spanish
* Advanced knowledge in Microsoft Office Suite (Excel, PowerPoint, Word, Access)
* Experience in Adobe Creative Suite (Illustrator, InDesign, Photoshop)
* Excellent interdepartmental and personal communication abilities
* Knowledge of multi-media platforms and online marketing (SPSS, WordPress, QR Coding, mobile apps)