

# Manuel Zavala

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## Objective

Seeking an internship or part-time position to further my experience and knowledge in marketing or a related field within the tech industry.

## Education

### **B.S. BUSINESS ADMINISTRATION | UC RIVERSIDE**

Emphasis in Marketing (Completed June 2019)

### **A.S-T BUSINESS ADMINISTRATION | CRAFTON HILLS COLLEGE**

Additional Degree: A.S. Computer Information Systems, emphasis in Web Design

## Work Experience

### **FOUNDER | STUDENT HIRES | STUDENTHIRES.COM | JUNE 2017 - PRESENT**

- Connect high school & university students with valuable job opportunities within the Inland Empire.
- Contract with university students to staff computer science instructors for local charter school.

### **CTE INSTRUCTOR | PAL CHARTER ACADEMY (SAN BERNARDINO) | NOVEMBER 2017 - PRESENT**

- Contracted with the school to offer Career Technical Education courses on Information Technology subjects.
- Coordinated with a staff of up to 5 student instructors to facilitate traditional classroom sessions.
- Delivered and constructed lesson plans for career technical education pathways in web development, cybersecurity, and basic technology classes.

### **INTERIM CREATIVE DIRECTOR | VOICE MARKETING - VOICEMKTG.COM | JUNE 2017 - SEPTEMBER 2017**

- Assumed creative director role, managing a team of 6 web and graphic design freelancers.
- Delegated tasks to freelancers and coordinated effectively to complete web and graphic projects for clients.
- Assisted the organization in improving business information systems to increase productivity.
- Strategized with management to launch new marketing initiatives and sales funnels.

### **LEAD WEB DEVELOPER | VOICE MARKETING - VOICEMKTG.COM | SEPTEMBER 2015 - PRESENT**

- Maintain and develop websites for a variety of clients throughout the Inland Empire
- Perform on-page and off-page SEO analysis and optimization for multiple clients
- Worked on graphic design projects from conception to production

## Skills, Languages, Programs

Languages: HTML/CSS – Proficient

JS / PHP, C, Java – Familiar

CMS: Wordpress, WooCommerce, Drupal, OpenCart

Programs: FTP, PHPStorm, Photoshop, Illustrator, InDesign

Miscellaneous Experience/Certifications: Entrepreneurship, Lean LaunchPad methodology, Constant Contact, Traffic Travis, Google Analytics, Contracts/RFP bids, certified information technology instructor (CTE), Microsoft certified educator, certified in drug testing, certified exam proctor