

# EVA RAMIREZ

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evaceleste99@gmail.com



(210) 870-4931



SAN ANTONIO, TX 78247



[www.eva-ramirez.com](http://www.eva-ramirez.com)

## PROFESSIONAL OBJECTIVE

Seeking an advertising position to leverage my skills in creative thinking, cross-functional communication, client relations and contribute to achieving impactful advertising strategies that drive brand recognition and business growth. Eager to join a dynamic team and continually enhance my expertise in a challenging environment.

## SKILLS

- Salesforce workflow management
- MapInfo GIS Software
- BatchGeo Interactive Mapping
- Excel
- Google Suite
- Canva
- Adobe Suite
- Wix Website Creator
- Time Management
- Organization skills
- Research
- Writing/Editing
- Strategic Vision
- Audio Editing

## EDUCATION

**Texas State University**

San Marcos, TX • 05/2022

**Bachelor of Science:** Advertising  
w/concentration in Multimedia  
Production

**Minor:** Writing

## WORK HISTORY

**Clear Channel Outdoor - Proposal Coordinator**

*San Antonio, TX • Current Job*

- **Support Campaign Strategists:** Assist in the development of proposals, presentations, and RFP responses.
- **RFP Management:** Review RFPs, determine the best approach, and utilize company tools to prepare proposal content.
- **Data Management:** Prepare proposal data using Excel, access databases for information, and manage proposal documentation.
- **Mapping and Visualization:** Create maps using mapping software to illustrate media product locations and demographic data.
- **Coordination and Communication:** Collaborate with internal specialists and ensure all proposal elements are completed accurately and on time.
- **Salesforce Utilization:** Use Salesforce to track proposals and maintain workflow.
- **Service Level Agreements:** Work towards meeting deadlines and ensuring accuracy of deliverables.
- **Recognized for Quality:** Defect Free
- **Recognized as Employee of The Month** multiple times

## Notable Achievements

- Dean's List
- Sigma Alpha Lambda Member
- National Society of Leadership and Success Member

## CERTIFICATIONS

- Marketing Foundations, Trade Desk - Issued Dec 2021
- Advertising Foundations, LinkedIn - Issued Oct 2022

## REFERENCES

Additional References  
Available Upon Request

**Michelle Esquivel - Supervisor**  
**Morgans Wonderland**  
5223 David Edwards Dr,  
San Antonio, TX, 78233  
210-849-4467

**Dan Schumacher- General Mgr**  
**KTSW 89.9**  
203 Pleasant St,  
San Marcos, TX, 78666  
512-245-3490

## Morgans Wonderland - Guest Services

San Antonio, TX • 03/2023-05/2023

- Delivered best-in-class customer service that emphasizes our inclusivity and enables consistent sales and profit growth.
- Checked in guests and administered tickets and promotions.
- Organized and took inventory of gift shop while simultaneously using POS system.

## Texas State University - Strategic Planner-(Class Project for a healthcare company)

San Marcos, TX • 01/2022 - 05/2022

- Created a campaign for a prominent health and wellness company.
- Worked with a team to develop strategies based on company targets, product specifications, market data and conducted qualitative and quantitative data.
- Created presentations and provided on-going status.

## KTSW 89.9 - Assistant Production Director

San Marcos, TX • 01/2020 - 05/2022

- Reviewed work for quality and compliance with production standards and design specifications.
- Standardized production procedures, job roles and quality assurance guidelines.
- Wrote and produced on air content weekly.
- Reviewed junior members work and gave guidance.
- Created and updated the weekly production schedule.

### **Justice Tween Brands - Sales Associate**

*San Antonio, TX • 12/2017 - 01/2018*

- Organized racks and shelves to maintain store visual appeal, engage customers and promote specific merchandise.
- Provided positive first impressions to welcome existing, new and potential customers.
- Helped customers locate products and checked store system for merchandise at other sites.
- Answered customer questions regarding sizing, accessories and proper care for merchandise.