

Balmore Cruz Zepeda

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Education

Kennesaw State University

Bachelor of Business Administration in Marketing

Certificate in Interdisciplinary Music and Entertainment Business | Joel A. Katz MEBUS

Scholar | Coles College Leadership Scholars Program | Honors College

Selected as 1 of 19 (out of 7400+) undergraduate business students into a cross-disciplinary program designed to cultivate leadership, critical thinking, consulting, and business intelligence.

High School Valedictorian | Furtah Preparatory School 2022

President's List

GPA: 4.0

Graduation Date: May 2026

Work Experience

Resident Assistant | Housing and Residence Life, Kennesaw State University | Kennesaw, GA

Jul 2023 – Present

- Manage administrative tasks in high-pressure situations, demonstrating adaptability and quick decision-making.
- Organize, promote, and execute community-building events focused on life skills and self-development while fostering resident engagement.
- Foster the development of relationships among 28 residents, counsel, and advise first-year students on academic and personal concerns.

Marketing Intern | Generation Z Television Network | Atlanta, GA

Aug 2024 – Jan 2025

- Developed and implemented targeted marketing campaigns, significantly increasing event attendance, brand engagement, and contributing to a 400+ follower growth.
- Managed social media platforms to elevate the company's digital presence.
- Designed comprehensive marketing collateral to enhance client outreach and expand social media influence.

Consultant | LocumTenens.com | Alpharetta, GA

Aug 2024 – Dec 2024

- Led consulting efforts by developing visual representations and conducting competitive benchmarking through review analysis to assess market positioning.
- Provided data-driven insights and market trend analysis to support strategic decision-making, enhancing business strategy and facilitating team adoption of change.

Digital Marketing Intern | Adgency Marketing | El Salvador

Jun 2024 – Jul 2024

- Created and executed tailored marketing collateral for clients, ensuring brand alignment across social media channels.
- Supported client marketing campaigns by gathering data, providing input, and assisting with translation services.
- Contributed to multimedia production efforts, including photoshoots, and managed the distribution of promotional materials to influencers.

Skills and Other Activities

Bilingual | Fluent in Spanish

Microsoft Suite

Microsoft Office Specialist: Excel Associate

(Office 2019) Certificate

Canva (Advanced)

Tableau (Intermediate)

Adobe Premiere (Basic)

Charitable Media Productions –Graphic Designer

Student Government Association –International Students Senator

Kennesaw Public Safety Foundation –Marketing Volunteer

Marketing Housing Campus Tour Guide

Event and Venue Management Night Owl Crew