



Darinka A. GARCIA

MARKETING COORDINATOR

PROFESSIONAL PROFILE

As a newly graduated professional with a strong passion for marketing and brand development. I am a quick learner, adaptable, and highly goal-oriented, with a proven ability to grow rapidly within a company. My creativity and strong communication skills, including public speaking, enable me to contribute effectively to any team. I'm dedicated to driving success through teamwork and innovative marketing strategies. I am eager to prove my value as a powerful asset to a forward-thinking organization.

SKILLS

Social Media Marketing Copywriting & Content Creation Marketing Event Planning
Email Marketing Digital Marketing Management/Admin.

EDUCATION

University of California, Riverside - BS

June 2024

- Business Administration w/ a concentration in Marketing

MARKETING EXPERIENCE

Freelance Party Event Coordinating, Self-Employed

Sep 2025 - Ongoing

- Conceptualized, planned, and executed birthday parties, baby showers, and gender reveal from initial idea to completion, managing all logistics, budgets, and vendor relationships
- Utilized social media content creation and other digital advertising apps to maintain high and successful engagement
- Collaborated with clients to understand their vision and ensured events aligned with their vision and objectives
- Managed event timelines, guest lists, and on-site coordination to ensure smooth event execution
- Developed marketing strategies to promote the events

Executive Marketing Assistant, UC Riverside

Mar 2023 - Aug 2024

- Developed and designed marketing assets for multiple locations, maintaining brand consistency and strengthening UCR Dining's visual identity
- Founded a student feedback committee, facilitating open dialogue and actionable insights that directly improved food quality and dining experiences
- Crafted copy for email marketing campaigns including student surveys, events, & announcements
- Increased sales 20% by creating and implementing targeted social media content, driving engagement and foot traffic to dining locations
- Branded and marketed new locations, successfully launching them with a 96% increase in sales through strategic campaigns and pop-up events

MANAGEMENT EXPERIENCE

Scheduling Supervisor, UC Riverside

Sept 2021 - March 2023

- Administered the scheduling and training of 136 student workers
- Persuaded employees in the facility to remain productive, safe, and professional
- Assessed the restaurant at opening and closing, by keeping close attention to detail to successfully have the restaurant up to high standards
- Led and trained over 200 students in restaurant safety policies to ensure a zero accident environment by providing support with growth
- Delegated student employees in day-to-day activities, successfully serving more than 3,000 people
- Acquired knowledge from managers on successfully managing employees for a busy restaurant


Team Lead, Pacoima City Hall


Apr. 2021 - Aug. 2021


- Marketed & advertised with flyers, social media content, and word of mouth for growth development events in the community
- Trained 30 inexperienced employees on door-to-door canvassing
- Planned and successfully reached daily and long term goals for my team to hit
- Practiced engaging team-building exercises and rewarding of team members

INFO CARD

CONTACT

 562-232-6001

 Las Vegas, NV

 darinkanitze@gmail.com

AWARDS

- U.S. House of Representatives Certificate of Congressional Recognition
- California Legislature Certificate of Recognition
- Council District 7 Certificate of Recognition

LANGUAGES

- English • Spanish

REFERENCES

Kourtney Gilbert

Marketing Manager, UCR
Phone: (951) 827-3456

Egbert Bennett Lavert

Senior Operations Manager, UCR
Phone: (951) 543-5860

Felipe Escobar

Supervisor, Pacoima City Hall
Phone: (818) 679-7745

DARINKA GARCIA

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I am a newly graduated professional with a strong passion for marketing and brand development. With my quick learning abilities, adaptability, and highly goal-oriented persona, I have a proven ability to grow rapidly within companies. My creativity and strong communication skills, including public speaking, enable me to contribute effectively to any team. I'm dedicated to driving success through teamwork and innovative marketing strategies. I am very eager to prove my value as a powerful asset to a forward-thinking organization.

SKILLS & STRENGTHS

Social Media Marketing	Digital Marketing	Management/Administration	Group Training
Email Marketing	Copywriting & Content Creation	Marketing Event Planning	Canvassing/Phone Banking

EDUCATION

University of California, Riverside, BS	Sept 2020 - June 2024
Business Administration w/ a concentration in Marketing	

MARKETING EXPERIENCE

Freelance Party Event Coordinating, Self-Employed	Sept 2024 - Ongoing
<ul style="list-style-type: none">Conceptualized, planned, and executed birthday parties, baby showers, and gender reveal from initial idea to completion, managing all logistics, budgets, and vendor relationshipsDeveloped marketing strategies to promote the eventsUtilized social media content creation and other digital advertising apps to maintain high and successful engagementCollaborated with clients to understand their vision and ensured events aligned with their vision and objectivesManaged event timelines, guest lists, and on-site coordination to ensure smooth event execution	

Marketing Coordinator, UC Riverside	Mar 2023 - Aug 2024
<ul style="list-style-type: none">Developed and designed marketing assets for multiple locations, maintaining brand consistency and strengthening UCR Dining department's visual identityFounded a student feedback committee, facilitating open dialogue and actionable insights that directly improved food quality and overall student dining experiencesIncreased sales by 20% by creating and implementing targeted social media content, driving engagement and foot traffic to dining locationsBranded and marketed new dining locations, successfully launching them with a 96% increase in sales through strategic campaigns and pop-up eventsCrafted copy for email marketing campaigns including student surveys, events, and announcements	

MANAGEMENT EXPERIENCE

Scheduling Supervisor, UC Riverside	Sept 2021 - March 2023
<ul style="list-style-type: none">Managed scheduling and training for over 200 student workersMotivated staff to maintain productivity, safety, and professionalismEnsured the restaurant met high standards at opening and closingTrained 200+ students in restaurant safety, achieving zero accidentsDelegated daily tasks, serving 3,000+ customersGained insights from managers on employee management in a high-volume setting	
Team Lead, Pacoima City Hall	Apr. 2021 - Aug. 2021
<ul style="list-style-type: none">Promoted growth events through flyers, social media, and word of mouthTrained 30 employees in door-to-door canvassingSet and achieved daily and long-term team goalsImplemented team-building exercises and recognition programs	

ADDITIONAL INFORMATION

- Languages:** English, Spanish
- Awards/Activities:** U.S. House of Representatives Certificate of Congressional Recognition (2021), California Legislature Certificate of Recognition (2021), Council District 7 Certificate of Recognition (2021)