

Gina Gardea
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Dear Hiring Manager or Collaborator,

I'm Gina Gardea, a Business and Information Systems student at the University of California, Riverside, with a strong passion for marketing, data, and technology-driven storytelling. My work sits at the intersection of creativity and analytics, where I focus on turning insights into real, measurable impact and solutions.

Through my experience as a Social Media Manager and Content Strategist for the UCR School of Business, I've developed a data-driven approach to campaign execution and optimization. I regularly analyze performance metrics to refine strategy, improve engagement, and ensure messaging resonates with the intended audience. One of my campaigns generated over 27,000 views, reinforcing my belief that strong storytelling paired with intentional analysis can drive meaningful results.

In parallel, I founded and operated my own clothing line, Girly Grime, where I manage brand strategy, marketing execution, and sales optimization across digital and in-person channels. Running a small business has strengthened my understanding of customer experience, conversion, and scalability, while teaching me how to iterate quickly, problem-solve in real time, and build trust-driven relationships with customers and collaborators.

Across academic projects, leadership roles, and professional experiences, I am known for being highly collaborative, organized, and adaptable. I enjoy working cross-functionally, translating complex information into clear insights, and building systems that allow teams and ideas to scale. Whether I'm developing campaigns, visualizing data, or managing projects, my goal is always to create work that feels intentional, human, and impactful.

Thank you for taking the time to explore my work. I'm always open to new opportunities, conversations, and collaborations, and I'd love to connect!

Warm regards,
Gina Gardea