

PAULA ESPINOZA

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As a dedicated leader with 5 years of experience at Starbucks Coffee, I am characterized by my resiliency in adapting to dynamic work environments, effective communication, and empowerment of team members. Growing from this role, I am driven by my passion for the music industry. I seek to build community by facilitating artist discovery, engaging with local musicians through personal interviews, and advocacy for emerging artists and live music.

EDUCATION

Arizona State University - May 2024 – GPA: 3.53

Bachelor of Arts in Communications, Minor in Business, Minor in Organizational Leadership

Dean's List Spring Semester 2023

RELEVANT SKILLS

- Adept at communication within differing cultural and business environments
- Trained leader of diverse and dynamic teams/high pressure environments
- Capable in Ableton, Audacity, and Clipchamp for college and personal projects
- Versed in Google Ads, Meta Ads, SEO + Keyword Research to enhance marketing efficiency
- Native in Spanish and fluent in English

PROFESSIONAL / LEADERSHIP EXPERIENCE

Starbucks Coffee

Shift Lead, Sept 2018 - Present

- Recognized by management for outstanding performance as "Partner of the Quarter"
- Influenced team members to achieve greater efficiency through development and training during peak demand
- Established genuine interpersonal connection with patrons
- Sustained calm demeanor while effectively leading team during highest volume events
- Improved customer retention by resolving concerns through engaging in active listening and empathy with customer concerns.

ASU Global Tech Experience

Paid Media Marketing Specialist, January - April 2023

- Created a brand's Shopify store and social media outreach growth plan
- Developed a keyword strategy and implemented corresponding meta tags to drive online engagement
- Defined a paid social campaign strategy, including setting a campaign structure, defining objective, KPI and cost-efficiency metrics
- Mapped out A/B tests to optimize conversion rate of leads to customer interactions

ASU GLOBAL TECH CERTIFICATIONS

Intercultural Competency, E-commerce Specialist, Digital Ads Specialist

RELEVANT PROJECTS / VOLUNTEERING

[Melopolimania Video Interview](#)

Built connections and interviewed local artists highlighting their development. Filmed and edited video interviews for publication

[AVLFest 2023](#)

Volunteered at the first installment of AVL Fest. Supported organizers with program and public interfacing