

Aileen Aguilar-Frias

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EDUCATION

California State University, Long Beach (CSULB)

May 2025

Bachelor of Science in Business Administration - Marketing with a minor in Public Relations

GPA: 3.93

Activities: American Marketing Association, Agency 241, College of Business CSS Tutoring Center, Beach Media

Relevant Coursework: Digital Marketing, Public Relations, Analytics, Statistics, Economics, Market Research

Awards: President's List (2021-25), graduated Summa Cum Laude

Certifications: Marketing Management Simternship (Stukent), Business Law (CSULB)

EXPERIENCE

College of Business Center of Student Success, CSULB

Long Beach, CA

Digital Content Creator

August 2024 - May 2025

- Designed visually appealing flyers and engaging social media posts to promote tutoring center's resources, increasing the number of students utilizing the tutoring center by 50%.
- Composed clear, informative emails sent to students and staff, effectively communicating important updates.

Business Calculus & Statistics Academic Peer Tutor

August 2023 - May 2025

- Provided personalized tutoring for over 100 individual students, adapting strategies to meet individual learning goals and ensuring student success on coursework and exams.
- Organized and led exam review workshops with over 40 students per session, developing detailed study guides for business students to enhance understanding.
- Collaborated with and supervised peer tutors to implement innovative methods for improving student support.
- Fostered strong learning relationships, built trust and motivation through constructive feedback and encouragement, thereby increasing the number of returning students.

Zen Head Spa - Agency 241 & AMA Internship

Westminster, CA

Strategic Planner

January 2025 - May 2025

- Created a content calendar for consistent posting, ensuring alignment with brand values of wellness/mental health
- Designed and implemented engaging content that educated audiences on relaxation, mental health, and stress relief, increasing engagement and follower count by 10%.
- Managed influencer collaborations and partnerships to enhance brand visibility and expand audience reach.
- Collaborated with the account manager and team ensuring content was authentic and aligned with the brand's calming, gender-neutral aesthetic, accumulating over 30,000 impressions over Instagram and TikTok.

The Skin Queen Facial Spa - Agency 241 & AMA Internship

Downey, CA

Copywriter

August 2024 - December 2024

- Created compelling, clear copy for website and social media to engage customer base and boost brand awareness, leading to over 10,000 impressions.
- Created high performing social media captions and posts using storytelling techniques to increase content visibility and reinforce brand identity.
- Collaborated with the team to create visually appealing posts that align with the brand's aesthetic and values.

Win Win Labs - Volunteer

Remote

Content Manager

June 2024 - present

- Create content strategies for blog and social media posts, increasing website traffic and audience engagement.
- Developing compelling marketing copy, supporting client outreach efforts, and improving brand positioning.

SKILLS

- Programs:** Google Suite, Microsoft Office, Adobe Acrobat Pro, Canva, Qualtrics, SPSS, Figma, Social Media
- Bilingual:** English and Spanish