

# Arianna Pibernus

Los Angeles, CA | [ariannapibernus.com](http://ariannapibernus.com) | [Cellphone](#) | [Email](#) | [LinkedIn](#)

## EDUCATION

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### San Diego State University

Bachelor of Science in Business Administration, Marketing

GPA: 3.9

Expected Graduation: May 2025

### Irvine Valley College

Associates of Arts in Business Administration, Marketing for Transfer

Certificates of Achievement in CSU General Education, Cum Laude

GPA: 3.8

Start Date: August 2021

Graduated: May 2023

## EXPERIENCE

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### Verify Debt Solutions – Irvine, CA

May 2025 - Present

#### Digital Marketing Strategist

- Executed social media strategies across 4+ platforms, increasing engagement by 35% over six months.
- Managed an editorial calendar for 50+ posts monthly, ensuring brand consistency and strategic alignment.
- Collaborated with teams and partners to develop marketing activations that enhanced brand visibility.
- Analyzed campaign data to optimize content strategy and improve key performance metrics.

### American Marketing Association – San Diego, CA

#### Vice President of Special Events

April 2024- Present

- Lead a team of 15 members in organizing large-scale events, including Professional Networking Night and regional conferences.
- Planned and executed company tours, providing members with valuable insights into industry practices and networking opportunities.
- Mentored a mentee in achieving academic excellence and advancing her career aspirations.
- Facilitated regular team meetings to monitor progress, address challenges, and align efforts with organizational goals.
- Established relationships with industry professionals and companies to secure their participation and sponsorship for events.

### Romulus Media – San Diego, CA

November 2024 – January 2024

#### Brand Marketing Strategist

- Propelled a 65% increase in website engagement through strategic outreach and marketing initiatives.
- Delivered impactful presentations on Marker Video, increasing student and faculty awareness and engagement.
- Conducted market research on student interests, shaping targeted marketing strategist that boosted engagement by 43%.
- Analyzed large datasets to generate reports and insights, improving campaign effectiveness and increasing ROI by 32%.

### Techtronic Industries – Irvine, CA

May 2024 – August 2024

#### Marketing & Sales Intern

- Utilized PowerBi to track and evaluate marketing campaign performance, leading to a 15% increase in customer engagement.
- Effectively communicating product value to clients by creating compelling marketing materials using Canva, and Adobe Illustrator to effectively create brochures, flyers, email campaigns, and presentations.
- Managed Salesforce CRM to update information, ensuring accurate tracking of sales leads and interactions.
- Collaborated with cross-functional teams to align marketing efforts with sale goals, enhancing over all campaign effectiveness.

## AFFILIATIONS

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- Member of Women in Business, San Diego State University
- Member of Tau Sigma Honors Society, San Diego State University

## SKILLS & CERTIFICATIONS

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- Google Certification in, Data Analytics
- Google Certification in, Digital Marketing and E-commerce
- HubSpot Academy Certification in, Social Media
- Proficient in Microsoft Excel, Microsoft Word, and Microsoft PowerPoint
- Proficient in conducting comprehensive market research, analyzing consumer trends, and generating actionable insights.