

Gael Montoya

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Bilingual Marketing & Information Systems graduate with a passion for combining analytics, strategy, and storytelling to drive brand growth.

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON

May 2025

Bachelor of Arts- Business Admin. w/ a Joint concentration in Marketing & Information Systems

RELATED COURSEWORK

- Consumer Behavior
- Social Media Marketing & Analytics
- Systems Analysis & Design
- Marketing Research Methods

PROFESSIONAL EXPERIENCE

Marketing Intern

March 2023- April 2023

GotVape - Yorba Linda CA

- Drove engagement increase by 30% by assisting in a campaign where I created 2 blogs weekly; photographed and edited 15+ products daily
- Improved branding by taking charge of photo shoots and post-production for their website

Customer Service Assistant- Student Business Services

March 2024- Present

Cal State University Fullerton - Fullerton, CA

- Increased customer satisfaction 40% by resolving customers' billing/process inquiries on the phone and in person.

Student Organizer Intern

August 2024- February 2025

Cal State University Employee Union - Fullerton, CA

- Organized outreach to **100+** student workers weekly and led monthly union update **meetings** with **70+ attendees** that improved community engagement

Customer Service Assistant - Parking and Transportation Services

June 2023- February 2024

Cal State University Fullerton - Fullerton, CA

- Processed payments, handled **70+ daily inquiries**, and created a monthly department **newsletter**, which increased transparency

LEADERSHIP & AFFILIATIONS

Vice President and Director of Public Affairs

September 2022- June 2024

Sigma Delta Alpha Fraternity Inc.

- Managed Chapter branding and coordinated events to support recruitment and community outreach

Treasurer and Council Delegate

June 2023- June 2024

Multicultural Greek Council-

- Oversaw a budget of 15k and disbursed funds across 7 cultural organizations

Club President and Treasurer

September 2020- June 2022

Men of Color Community Club-

- Increased member engagement by 40% by leading advocacy and fundraising events

SKILLS

Data & Analytics: MS Excel, Tableau, SPSS, AI Studio, SQL, IBM Cognos, Power BI, Google Analytics

Marketing Tools: Google Applications, Photoshop, Premiere Pro, Adobe Express, Canva, Wix

Languages: Spanish (Proficient), English (Fluent)