Ana Isabel Cerna Martinez

Greater Los Angeles | (916) 504 - 7501 | anacerna1112@gmail.com | LinkedIn | Portfolio

EDUCATION

California State Polytechnic University, Pomona *Anticipated Graduation: May 2027*
Bachelor of Science, Business Administration and Marketing | Relevant Coursework: Marketing Promotional Strategies, Market Analysis and Control, Consumer Behavior, Interactive Marketing, Marketing Research

EXPERIENCE

College Track – Oakland, CA
Communication Intern *June 2026 - August 2026*
- Managed owned-channel content for College Track's annual Semester Zero event across LinkedIn, TikTok, and Instagram; exceeded previous Semester Zero campaign results with 137,389 impressions, 5,280 engagements, and a 3.8% engagement rate.
- Researched higher-education and nonprofit trends to make College Track's creative more relatable, then produced platform-specific short-form videos and posts; created the organization's third most-engaged video of all time and contributed to one of its strongest recent campaigns.
- Reorganized Instagram content and designed reusable branded templates to resolve inconsistent social publishing workflows; gave the communications team a more efficient system for producing on-brand content

Motor Development Clinic – Pomona, CA
Marketing Intern *January 2026 - May 2026*
- Designed and copywrote three branded email campaigns after clarifying client goals and audience needs for Motor Development Clinic summer programs; strengthened outreach materials and brand consistency for families and community partners.
- Researched local PT/OT clinics and competitors, organized prospects in Excel, and used MailChimp to assess program interest; created a structured database to guide future referral and partnership outreach.

Cal Poly Pomona – Pomona, CA
Strategic Communications Student Assistant Marketer *May 2025 - Present*
- Audited academic and department webpages during Cal Poly Pomona's brand relaunch, then revised content for AP Style, accessibility, readability, and voice; improved consistency across prospective-student touchpoints.
- Developed integrated marketing communication plans to clarify program value for prospective students, combining audience insights, messaging frameworks, KPIs, and channel tactics; converted research into actionable recommendations for clearer outreach.

The Collins College of Hospitality Management Student Assistant Marketer *November 2025 - Present*
- Wrote feature stories and tailored social captions to showcase hospitality students and program opportunities, adapting each piece to its platform while following Collins College brand guidelines; increased the visibility and consistency of college storytelling.
- Reorganized the information architecture, refreshed visuals, and edited copy to turn a difficult-to-navigate study-abroad page into a lasting student resource; produced a more readable and student-friendly webpage.

Strategic Communications Student Assistant Content Creator *April 2024 - May 2025*
- Conducted 40+ interviews and verified details to give campus audiences accurate coverage of student achievements, faculty expertise, and university initiatives; published 25+ digital articles for diverse readers.
- Adapted CPP News story angles into 15+ LinkedIn and Instagram posts, refining copy with editors for accuracy and university voice; strengthened visibility for campus stories across digital channels.

SKILLS

Social & Content: TikTok, Instagram, LinkedIn, Facebook, short-form video, trend research, social copywriting, audience engagement, content ideation, campaign reporting
Tools: Canva, Sprout Social, Mailchimp, Qualatrics, Microsoft Office, Google Workspace, Monday.com, Slack
Additional: AP Style journalism, copywriting, brand voice, editorial judgment, data-informed recommendations, fluent in English and Spanish

AWARDS & HONORS

2023–2027 Investment in Success Scholarship — Awarded for the pursuit of higher education at a Cal State
2023–2025 Dreams of Overcoming Obstacles into Reality Scholarship — Awarded for academic achievements
2023 The Foundation Scholarship — Awarded for work in the community
2019 Youth Incentive Program Scholarship — Awarded for overcoming educational challenges