

## Criado Trés Pe-Oh

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### **EDUCATION:**

#### **Bachelor of Arts, June 2023**

Major: Spanish and Psychology; Concentration: Innovation and Entrepreneurship GPA: 3.6

Lawrence University, Appleton, WI

- Developed mock marketing plan for startup business, including internal/external situation analysis, internal marketing quality audit, target market identification, strategic and tactical goal setting, marketing mix development; feedback and evaluation system
- Examined issues of age, ethnicity, and gender in relation to communication
- Studied crisis communication; presented comparison of Toyota vs. Volkswagen management of car recalls
- Researched and wrote business plan; pitched idea to class and faculty
- Compared linguistic differences between advertising targeting Spanish or English speakers

### **EXPERIENCE:**

#### **VP Marketing**

March 2020 – Present

Culture & Heritage Education for Wise International Eaters (CHEWIE), Lawrence University, Appleton, WI

- Overhauled marketing strategy to widen organizational reach resulting in 124% increase in student membership and event participation
- Actively participate in discussions about allocation of funds; helped mediate disagreements
- Lead SnapChat and Instagram campaigns for #CHEWIE
- Represented organization at various state and national events
- Educate campus community about organization goals
- Coordinate with campus administrative offices and other student organizations

#### **Operations Intern**

April 2021 – Present

Remarkable Renovations Delivered Daily (R<sup>2</sup>-D<sup>2</sup>), Kimberly, WI

- Supported HR and Communications departments in deploying organization-wide initiatives
- Performed wide range of administrative tasks, including review of memos and external emails
- Translated over 100 webpages and internal communications into Spanish
- Updated training manuals for interns and summer staff

#### **Marketing Intern**

June – September 2021

Lars Family Farms, Jundland, CA

- Maintained and updated company website and social media platforms
- Coordinated new delivery photography, distribution and follow-up process
- Supported marketing budget and invoicing process
- Met regularly with CEO and VP Marketing; participated in planning meetings

### **ADDITIONAL EXPERIENCE:**

Summer Staff, Schmi's Place, Tatooine, CA

July – August 2020

Summer Assistant, Manakron Negotiators, Manakron, OH

June – July 2019

Programmer, Binary Loadlifters, Manakron, OH

June – August 2018

### **SKILLS:**

Language: Fluent in Spanish, French, German, and over 7 million forms of communication