

JANNETT CIRANDA

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EDUCATION

University of California, Irvine, The Paul Merage School of Business, Irvine, CA June 2026
Bachelor of Arts in Business Administration, Marketing, Chancellor Excellence Scholar

WORK EXPERIENCE

Digital Sports Marketing Intern Oct 2022 – Present

UCI Intercollegiate Athletics, Irvine, CA

- Developing authentic, user-generated content, capturing live footage at athletic events using DSLR cameras, enhancing player storytelling to build a stronger connection between fans and athletes
- Manage event tech setup and teardown alongside on-site media logistics, ensuring seamless real-time content delivery and editing that drove a 50% boost in game-day visibility
- Conduct research on audience preferences and trends to optimize YouTube content strategy, focusing on YouTube shorts, driving growth of 6,000+ subscribers within 12 months

Marketing Intern June 2025 – August 2025

Eggs Unlimited, Irvine, CA

- Created and executed a strategic social media marketing plan, ensuring an engaging content stream that keeps followers informed and connected, resulting in a 40% increase in engagement
- Directed a product photoshoot, capturing and editing 200+ high-quality images for company's website, print collateral, and digital advertising, reinforcing consistent and polished visual branding
- Designed a promotional graphics for social media and blogs while optimizing content with audience-relevant SEO keywords, contributing to a 25% boost in organic web traffic

Marketing Intern Apr 2024 – Mar 2025

Willow Laboratories, Irvine, CA

- Led the planning and execution of 10+ targeted social media campaigns using CRM tools, leveraging analytics and audience segmentation to refine strategy and improve customer engagement
- Designed and implemented a "Meet the Team" page on Shopify, starting from mock-up to implementation, to enhance brand credibility and support SEO web optimization
- Built and managed influencer partnerships by coordinating outreach, contracts, and deliverables with over 3 creators, which helped increase brand trust and expand reach to new market segments

Social Media Marketing Intern Sept 2023 – Oct 2024

Center for Investment and Wealth Management, Irvine, CA

- Managed real-time content creation during live events by capturing professional-quality photos and videos, posting timely updates to social media that led to a 70% increase in event engagement
- Monitored and tracked all event content timelines, organized marketing supplies, and ensured promotional materials were delivered on schedule, helping multiple campus activations run efficiently
- Contributed to video production by developing the storyboard and interview questions, supporting outreach efforts to increase student engagement; video received 500+ views on YouTube

LEADERSHIP EXPERIENCE

Vice President of Development Sep 2024 – Present

Association Latino Professionals for America, Irvine, CA

- Organized and spearheaded 10+ professional development events, managing outreach to industry experts to boost attendance and club visibility by 40%, enhancing overall marketing impact
- Developed and maintained a database of 100+ speaker contacts to streamline future partnerships and programming, improving workflow and event planning efficiency

ADDITIONAL INFORMATION

Skills: Social Media Strategy, Adobe Creative Cloud, Photography, Videography, HubSpot, Buffer, Sprout Social, Google Suite, Microsoft Office Suite, Canva, CapCut, Shopify, Wix, Constant Contact

Interests: Social Media Marketing, Influencer Marketing, Content Creation, Graphic Design, Event Marketing, Community Engagement, Brand Strategy, Video Production, Storytelling

Languages: English (Fluent), Spanish (Advanced), American Sign Language (Beginner)