

Daisy Merino

Mission Viejo, California, United States

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EDUCATION

Bachelor in Business Administration, Marketing

California State University, Fullerton

December 2023
Fullerton, CA

Associate in Business Administration

Saddleback College

December 2020
Mission Viejo, CA

WORK EXPERIENCE

Visual Branding, Retail Marketing, Social Media Marketing

Ria Money Transfer

April 2024 – September 2025
Buena Park, CA

- Led a nationwide rebrand across 300+ retail stores, managed a \$200K budget, and prioritized locations by revenue potential, which boosted brand engagement, store performance, and customer growth by 21% annually.
- Developed branding briefs and mockups and executed cross-regional strategy sessions with 30+ executive leaders, providing leadership with market insights that drove a 12% revenue lift in the top 15% of stores and strengthened nationwide brand loyalty through consistent, authentic customer experiences.
- Utilized Monday.com to optimize brand and marketing workflows, strengthened corporate–regional communication, ensured consistent on-brand execution, and cut turnaround time by 25%, elevating overall brand presentation.
- Negotiated vendor contracts by implementing cost-saving strategies, tracked pricing and performance metrics in Excel, and enforced quality control to ensure consistent, on-brand execution across all stores while reducing the projected budget by 20%.

Marketing Data Analytics & Marketing Communications

IMI Critical Engineering

June 2023 – April 2024
Rancho Santa Margarita, CA

- Leveraged Salesforce to track customer interactions, segment audiences, and personalize communications, increasing engagement and brand loyalty while improving the company's Net Promoter Score by 20%.
- Directed the \$200K+ Sales Conference from planning to execution, managing logistics, vendor relationships, while interpreting critical metrics and developing insightful spreadsheets for 5+ executives, driving a 30% increase in customer acquisition.
- Analyzed data of 100+ U.S. plants, creating eSpatial heatmaps to track sales by region and annual product revenue, equipping executives with insights that guided strategic decisions, optimized sales performance by 25%, and improved revenue visibility.
- Utilized Adobe Photoshop and Canva to create customized marketing materials increasing product awareness by 11% on company promotional websites, while building digital experiences and achieving marketing goals.

Digital Marketing & Social Media Marketing

AMA Meditime

August 2023 – December 2023
Mission Viejo, CA

- Curated, scheduled, and tracked social media campaigns in Meta Business Suite, driving a 13% increase in customer acquisition while reducing leadership's need for direct post management.
- Collaborated with 5 digital marketing experts researching and analyzing industry trends, driving the largest social media engagement with multiple posts, leading to over 20k+ views on major platforms.
- Utilize Adobe Creative Cloud (Photoshop, Illustrator) and Canva to create informative and engaging content for Twitter, Facebook, Instagram, Pinterest, TikTok, and YouTube.

ENTREPRENEURIAL EXPERIENCE

Pretty N Gifts – Founder – Social Media Growth & Content Creation

Skills: Brand Management, Capcut, Premiere Pro, Canva, Photoshop, TikTok Shop, Etsy Seller

February 2025 – Present

- Founder of a 3D printing business, selling 100+ products to over 500 customers across TikTok Shop and Etsy with a 4.6-star rating, delivering exceptional customer service and generating repeat business.
- Develop and execute a comprehensive go-to-market strategy that generates 5M+ views, 500K+ likes, and hundreds of daily new followers, targeting Gen Z and Alpha audiences.
- Manage the end-to-end content pipeline and shop operations, including listing optimization, video production, and community engagement, while driving brand awareness and sales growth.

LEADERSHIP EXPERIENCE

Events Director

Latino Business Student Association, CSUF

August 2022 – June 2023
Fullerton, CA

- Directed 30+ students in organizing inclusive events, mentorship programs, and curriculum initiatives, securing \$8,000+ in scholarships to support and empower underrepresented Latinx business students' academic and professional growth.

TECHNICAL SKILLS

- **Adobe Creative Cloud:** Photoshop CC, Illustrator, Lightroom, Premiere Pro, Adobe Express, Acrobat
- **Microsoft Office 365:** Word, Excel, PowerPoint, Outlook, Access, Teams, SharePoint, Power BI
- **Hard Skills:** Meta Business Suite, Amazon Seller, Etsy Seller, TikTok Shop, eSpatial, Wix, Canva, Salesforce, FXOnline
- **Soft Skills:** Detail-Oriented, Communicative, Self-Starter, Creative, Time Management, Collaborator, Flexible, Problem-Solver