

Jaime Garcia

Entry-Level Business Development

Energetic personality who is passionate about connecting with people. Eager to work in development at Warby Parker, where my internship and academic experience will assist growth.

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📍 Fresno, California

in [LinkedIn](#)

Work Experience

SOURCE Global

Business Development Intern

January 2014 - June 2014 | Fresno, CA

- Crafted a holistic paid acquisition strategy, **leading to a 38% ROI**
- Improved site visit duration by 6 minutes with marketing strategy
- Conducted data analysis on 6,000+ site visits per day via Salesforce
- Collaborated with 7 interns to create daily reports, presentations, and lead-generation strategies
- Contributed to the **9% outperformance of company sales targets** by identifying new customers
- Developed marketing campaign featuring educational business material, resulting in \$220K net profit

Projects

Strategy and Business Development Club

Fundraising Chair

2012 - 2014

- Handled fundraising drives, delegating tasks to team of 6 students
- United with 4 school clubs and athletic teams to host fundraisers
- Engaged with local businesses, hosting events 3 times yearly

Skills

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- Interpersonal Skills and Customer Communication
 - Data Analysis and Research Presentation
 - Social Media Marketing Software
 - Salesforce

Education

Bachelor of Arts, Administration

Fresno State University

September 2010 - May 2014 | Fresno, California

Certifications

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- Certified Sales Professional (CSP)