

REGINA GONZALEZ CASTELLANOS

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EDUCATION

University of San Diego, Knauss School of Business

Bachelor of Business Administration, Marketing & Communications, 3.51 GPA

San Diego, CA

May 2026

EXPERIENCE

Retail Sales Associate

Johnny Was

May 2025 – September 2025

San Diego, CA

- Generated \$25,000–\$35,000+ in monthly sales at Johnny Was UTC by delivering high-touch customer service and personalized styling in a mid-luxury retail setting, adapting to diverse clientele needs, curating personalized wardrobes in advance, fostering customer loyalty.
- Managed store operations including opening/closing, inventory intake, and direct-to-client shipping, ensuring a seamless omni-channel customer experience.
- Earned recognition from management and peers for professionalism, adaptability, and success with styling, sales, and client relationship-building.

Content Creator- Tik Tok Account Manager

TruHeight Vitamins

February 2021– January 2024

Remote

- Launched and grew the company's TikTok presence from scratch, gaining thousands of new followers monthly, driving increased sales, brand visibility, later launching and managing the Latin American account and expanding to reels for cross-platform impact.
- Created 15+ original, platform-optimized videos weekly that blended relatable humor and visually appealing product showcasing to build brand-consumer relationships and enhance brand reputation, producing the brand's first viral videos with over 2.5M+ views, resulting in significantly increased sales and engagement.

Probien Bienes Exclusivos

Marketing Internship

May 2023-September 2023

Tijuana, Baja California

- Led real estate marketing and public relations initiatives, contributing to campaign strategy, content development, and audience targeting, leveraging Salesforce for company data and managing increased responsibilities due to organizational changes.
- Created and scheduled social media content using Meta Social Media Manager and CapCut while executing email campaigns via Mailchimp, supporting brand communications and public relations efforts, resulting in boosted lead flow.
- Participated in brainstorming and planning for campaign optimization, brand positioning, media messaging, and conversion-focused communications, gaining hands-on experience in integrated marketing and PR strategy while delivering measurable results.

ACTIVITIES & PROJECTS

President, American Marketing Association- USD

August 2025-Present

- Currently lead a 13-member executive board, dedicated to planning and executing 14 professional development events so far, attracting 300+ attendees from across campus.
- Coordinated 36 guest speakers and employers, including CEO chats and "Meet the Marketers" sessions, leading speaker outreach, logistics, and hospitality while connecting students with real-world industry leaders.
- Oversaw chapter strategy, and communications for 121+ members, navigating challenges in a student-led organizational environment, quickly solving problems to ensure seamless events and meaningful experiences for students across campus.

ADDITIONAL INFORMATION

International Experience: Studied abroad in Florence, Italy and Intercession in Buenos Aires, Argentina.

Languages: Spanish (Native Speaker), English (Native Speaker)

Skills: Press release and pitch drafting, event coordination, media hosting, social media management and influencer trends, brand storytelling and messaging, cross-market communications, leadership, relationship-building, rapid learner with strong adaptability.

Technical Proficiencies: Salesforce, Muck Rack, MailChimp, Qualtrics, Wix, CapCut, Canva, Adobe Illustrator, Workday, Meta Business Suite, Microsoft Office (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides, Forms)