

REGINA GONZALEZ CASTELLANOS

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EDUCATION

University of San Diego, Knauss School of Business

Bachelor of Business Administration, Marketing & Communications

San Diego, CA

May 2026

EXPERIENCE

University of San Diego- UC Operations

January 2024– Current

Federal Work Study

San Diego, CA

- Coordinated event setup for 2+ university events per shift, ensuring timely and accurate arrangement of tables, chairs, podiums, and other equipment to meet client needs and specifications.
- Managed event scheduling, working closely with campus departments and organizations to ensure their needs were met.
- Communicated with event organizers and university staff to confirm logistics, troubleshoot possible issues and ensure seamless event execution in a fast-paced environment.
- Delivered exceptional front-line support as the welcoming hub of the University Center, assisting over 300 students and visitors weekly, guaranteeing smooth daily workflows, responsive problem-solving, and a positive experience for visitors.

Retail Sales Associate

May 2025 – September 2025

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San Diego, CA

- Generated \$25,000–\$35,000+ in monthly sales through high-touch customer service and personalized styling in a mid-luxury retail environment.
- Curated personalized wardrobes and mastered product knowledge, driving high-value sales and fostering customer loyalty.
- Managed store operations, including opening/closing, inventory intake, and direct-to-client shipping in-store and remotely.
- Fulfilled remote and in-store orders, ensuring a seamless omni-channel customer experience.
- Recognized by management and peers for professionalism, adaptability, and rapid growth in sales and client relationship-building.

Content Creator- Tik Tok Account Manager

Month Year – Month Year

TruHeight Vitamins

City, State

- Launched and grew TikTok from scratch, gaining 1,000+ followers monthly and increasing brand visibility.
- Created 12+ original weekly videos blending humor and product aesthetics, strengthening consumer relationships.
- Produced the brand's first viral videos, reaching 1M+ views, resulting in stronger consumer engagement and boosted conversions.
- Expanded strategy to Instagram Reels, repurposing top-performing TikToks to grow cross-platform impact.
- Monitored audience feedback and performance metrics to iterate content in real time, applying data-driven insights to boost video retention and shares.

LEADERSHIP

President, American Marketing Association

June 2025– Current

- Led the American Marketing Association at USD, growing active membership by 35% to 120+ students and coordinating 5+ major professional networking events per semester, including “Meet the Recruiters” attracting 400+ student attendees and multiple industry partners.
- Led marketing efforts for all events, helping 100+ students network with industry professionals and gain hands-on insights into marketing careers.