

Paola Garcia

(801) 358-1182 • paolagarcia901@gmail.com • www.linkedin.com/in/paolagarcia177

Online portfolio: www.paolagarcia.design

EDUCATION

Brigham Young University - Marriott School of Business

Apr 2027

Bachelor of Science, Experience Design & Management (GPA: 3.87)

Provo, UT

- *Relevant Coursework:* Experiential Marketing, Principles of Marketing, Experience Needfinding, Customer Experience, Project Management
- *Scholarships:* Academic, Multicultural Student Services, Athletic (Women's Soccer)

Notable Projects:

- *Utah YSA Experience Research Project:* Led needfinding research for Utah YSA Conference by conducting surveys, interviews, and observations, synthesizing insights into clear problem statements, journey maps, and actionable experience recommendations presented to stakeholders.
- *Marketing Fashion Campaign for Tommaso Cardullo:* Developed a luxury experiential marketing campaign combining visual design, event strategy, and ROI/ROX insights enhancing brand consistency

EXPERIENCE

Pinnacle Periodontics

Mar 2025 - Present

Marketing & Events Coordinator

Provo, UT

- Directed planning and execution of a 400-person hygiene conference, managing timelines, deliverables, vendors, and internal stakeholders to ensure seamless campaign execution
- Led email marketing campaigns in Mailchimp for 1,800+ dental professionals, creating segmented communication flows, managing content, and optimizing key touchpoints across the attendee journey
- Coordinated conference communications with 13 vendors, 2 doctors, and a 26-person internal team, establishing clear timelines and expectations
- Designed and implemented an improved delivery and referral system, increasing operational efficiency and clarity across partners

Brigham Young University - Business Career Center

Jan 2024 - Present

Marketing Project Coordinator & Professional Development Mentor

Provo, UT

- Organized digital and print marketing efforts for the BYU 150th Event, supporting outreach that generated 300+ student video submissions
- Managed project timelines, content tracking, and internal communication across multiple stakeholders
- Mentored admitted students in a professional preparation course, coaching them on resumes, job search strategy, and career communication while supporting course operations

VidAngel Entertainments

Sep 2025 - Nov 2025

Influencer/Affiliate Marketing Event Coordinator - Freelance

Lehi, UT

- Supported an affiliate marketing campaign that resulted in 80% new affiliate sign-ups by coordinating logistics, communication, and engagement strategy
- Created campaign journey maps and operations guides to align marketing, production, and partner teams

SKILLS/PERSONAL

- **Marketing Tools:** Squarespace, WIX, Mailchimp, Meta Business Manager
- **Hard Skills:** Google Drive, Social Media Content Creation, Adobe Creative Suite, Canva, Scrum
- **Languages:** Fluent in Spanish & English
- **Additional:** NCAA Student-Athlete (discipline, teamwork, leadership)
- **Passions:** True Crime, 1000+ piece puzzles, Target shopaholic