

# JAKARTA ROBINSON

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## EDUCATION

**University of Southern California,** Los Angeles, CA  
**Marshall School of Business, Iovine and Young Academy**  
*Bachelor of Science in Business Administration and Minor in Designing Multimedia Experiences* May 2024  
**Honors:** Dean James G. Ellis Endowed Scholarship recipient, Marshall Dean's List,  
Global Leadership Program (top %10 of Business freshman class) GPA: 3.62

## EXPERIENCE

**Insomnia Cookies** Los Angeles, CA  
*Crew Member* August 2022– Present

- Provided quick, friendly customer service during late night shifts and during high-volume rushes
- Communicated clearly with team to accurately prepare orders without order queuing system with attention to detail

**USC Summer Programs** Los Angeles, CA  
*Residential Advisor* June 2023– July 2023

- Assisted in administrative and logistic duties and demonstrated professionalism with parents and guardians of local, national, and international students
- Communicated with team to ensure 650+ high school students were accounted for on and off site

**Emzingo|U** Lima, Peru  
*Virtual International Consulting Intern to Sariveria: A Peruvian planter business* June 2021 – July 2021

- Devised social media marketing plan for international client
- Performed benchmark analysis on businesses and acquired potential partnership network
- Identified new product design ideas

## LEADERSHIP & INVOLVEMENT

**Marshall Entertainment Association** Los Angeles, CA  
*Member* September 2021 – Present

**USC OWN IT** Los Angeles, CA  
*Co-Marketing Director and Advisor* July 2021 – Present

- Initiated marketing strategies for annual USC OWN IT female empowerment summit event
- Implemented social media and outreach efforts
- Managed assistant program: OWN IT Summit Ambassadors (USC OWN IT Brand Ambassadors and assistants)

**USC Black Business Student Association** Los Angeles, CA  
*Digital Communications and Marketing Team* January 2021 – Present

- Created content and Instagram posts for upcoming events
- Developed marketing strategies with marketing and creative directors
- Organized social media posting schedule

**Youth Leaders for Tobacco Control Coalition** Long Beach, CA  
*Vice President and Social Media Manager* July 2018 – August 2021

- Presented to city district leaders and advocated for policy change at city council meetings
- Campaigned to pass the tobacco flavor ban for Long Beach
- Designed graphics for and ran Instagram page: @youthleadersfortobaccocontrol

## SKILLS & INTERESTS

**Skills:** Microsoft Word, PowerPoint, Excel, Microsoft Project, Google Applications, Clip Studio Paint, Canva, Photoshop, iMovie, Adobe Audition, Unity, Adobe Dimension, Adobe Premier, Adobe After Effects, Adobe Audition, Fusion 360, Figma

**Interests:** Marketing, Project Management, UX Design, Graphic Design, Cosplay and Crafting