

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