

ELISE MORENO

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WORK HISTORY

Marketing Coordinator (Internship): San Diego, CA

June 2025 – October 2025

House Volition

- Developed detailed Gen Z persona profiles and content themes for Instagram and TikTok, tailored to aspiring creators, athletes, and models
- Conducted in-depth research on creator economy trends and audience pain points to inform content planning and engagement strategy
- Created branded Instagram templates and social storytelling assets to promote financial empowerment and digital community building
- Collaborated with the team to design a launch strategy for a new platform focused on turning short-term income into long-term wealth
- Supported the buildout of a community-led knowledge hub by sourcing niche influencer stories and highlighting diverse income journeys

Communications and Social Media (Intern): San Diego, CA

April 2025 – June 2025

Anatomy Learning Institute

- Designed branded educational infographics and marketing materials to promote ALI programs and student success stories across Instagram
- Filmed, edited, and produced behind-the-scenes content during the construction of ALI's new body donor lab, increasing engagement with prospective students
- Conducted competitive and academic research to identify growth opportunities and improve social strategy
- Built a monthly content calendar aligned with academic milestones and key events, streamlining campaign execution
- Integrated peer-reviewed articles and scientific sources into social media copywriting to strengthen credibility and educational value

Social Media Engagement Specialist (Intern): New York, NY

January 2025 – May 2025

On Location Tours

- Editing and uploading high-impact videos optimized for YouTube, contributing to a 143% increase in views, 10% growth in average watch time, and an 83% rise in new subscribers.
- Working with the marketing team to come up with complex projects to improve brand recognition, improve analytics, and SEO for the tourism agency.
- Analyzing each company tour to uncover optimization opportunities, aligning content strategy with audience interests and behavior trends. Spearheading social media promo-code initiatives, generating the highest tour sales, and winning top performance in our intern promo-code sales competition.

EDUCATION

Point Loma Nazarene University: San Diego, CA

Graduation December 2025

Marketing, B.S. Business Administration

University of Irvine (Division of Continuing Education): Irvine, CA

December 2023 – May 2024

The Digital Marketing Bootcamp Certificate

Oxford University: Oxford, England

June 2022 – July 2022

Summer SCIO Program

HONORS AND ACTIVITIES

Alpha Group Leader, PLNU

August 2022 – December 2022

Loman Empire COED Ultimate Frisbee Team

March 2021 – February 2023

Media Manager for PLNU's Ultimate Frisbee Team

July 2022 – February 2023

Volunteering with the Point Loma Association (PLA)

May 2023 – December 2024

- Maintain many community landscapes and collaborate with community organizations, leaders and public officials to voice our vision, concerns and support on behalf of residents.

SKILLS / CERTIFICATIONS

HubSpot Digital Marketing Certification
Google Analytics Certification

UC Irvine's Marketing Bootcamp
SEO Simternship

Marketing Research Simternship.
High Proficiency in Excel/ Tableau