

## Elvia Gonzalez

New York | (516)-325-5091 | [elviaeuni@gmail.com](mailto:elviaeuni@gmail.com)

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### EDUCATION

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#### Baruch College

New York, NY

August 2021- Present

Major: Marketing Management, Digital Marketing

Minor: New Media Arts

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### PROFESSIONAL EXPERIENCE

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#### Universal Attractions Agency

New York, NY

Booking Intern

September 2024- Present

- Conducted market research to analyze industry trends and identify talent representation opportunities
- Collaborated with venue professionals to enhance communication and streamline event planning
- Assisted talent agents and staff with daily tasks to ensure smooth agency operations

#### Extern

Westbury, NY

Content Creation & Digital Marketing Externship

August 2024- September 2024

- Used SEO tools to identify relevant keywords for the company and its industry
- Analyzed keyword metrics to categorize keywords by search intent
- Created three SEO-optimized blog posts using AI tools to boost the website's search visibility

#### The Milleridge Inn

Jericho, NY

Receptionist

September 2023- October 2024

- Directing incoming calls to appropriate personnel or department
- Assisted visitors with inquiries and resolved issues prominently
- Maintaining confidentiality of sensitive information

#### Snapology

Seaford, NY

Social Content Creator & Teacher

January 2023- August 2023

- Develop social media posts, images, and videos
- Build strategies for increasing customer engagement and interaction
- Adapting teaching methods to prompt students' participation

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### LEADERSHIP & PROFESSIONAL DEVELOPMENT

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#### WBMB Baruch College Radio

New York, NY

Music & Programming

February 2024- Present

- Curate music playlists based on current trends and audience preferences
- Develop diverse and engaging radio show schedules
- Coordinate promotional efforts to boost listener engagement and event participation

#### American Marketing Association

New York, NY

General Member

February 2024- Present

- Attend AMA events and seminars to enhance skills and knowledge
- Participate in learning opportunities through workshops, webinars, and conferences
- Network with marketing professionals through local chapters and events

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### ADDITIONAL INFORMATION

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**Skills:** Canva, Zoom, Pollstar, Photoshop, Microsoft Office, Google Workspace

**Languages:** Fluent in English & Spanish, Proficient in beginners' American Sign Language