ALPHA MORALES

Houston, TX • moralesalpha56@gmail.com

SUMMARY

Motivated marketing graduate with hands-on experience in digital marketing, analytics, and customer engagement through internships and marketing simulations. Skilled in supporting campaigns, analyzing performance metrics, and collaborating across teams. Eager to learn, grow, and contribute to a fast-paced marketing environment.

WORK EXPERIENCE

Four Seasons Hotel Room Service Coordinator **May 2025 - Present**

- Coordinated logistics and communication for guest services during high-occupancy periods (86%), ensuring seamless customer experiences.
- Supported event-related service requests by organizing details, schedules, and team communication.
- Addressed customer inquiries and resolved issues in real time, contributing to guest satisfaction and repeat engagement.

Toro Toro Hostess inside The Four Seasons Hotel **Jun 2023 - May 2025**

- Communicated with managers, servers, and kitchen staff about reservations and special requests.
- Fulfilled patrons requests, concerns, issues to create an exceptional visit.
- Answered all incoming phone calls to the restaurant and delegated according to its situation.

Marc Whitehead & Associates Marketing Intern **Oct 2022 - Apr 2023**

- Created and organized content for a monthly e-newsletter, supporting engagement and audience education initiatives.
- Collaborated with marketing leadership on digital marketing initiatives and internal reporting.
- Audited and analyzed 1,400+ records to support data accuracy and improve marketing reporting.

PROJECTS

Stukent Digital Marketing Simternship **April 2024**

- Executed hands-on digital marketing simulations focused on search, display, remarketing, and shopping ad campaigns.
- Strategically selected, prioritized, and optimized keywords to improve campaign performance.
- Analyzed impressions, clicks, and conversion data to evaluate campaign effectiveness beyond vanity metrics.
- Calculated and applied KPIs such as ROI and conversion rates to guide budget allocation decisions.
- Conducted A/B testing to optimize retargeting strategies and landing page performance.
- Allocated simulated advertising budgets to maximize profitability and campaign efficiency.

Stukent Marketing Analytics Simternship **April 2025**

- Applied marketing analytics processes including data collection, analysis, and visualization to evaluate campaign performance.
- Used practical analytics tools and techniques to interpret marketing data and generate insights.
- Practiced SQL and programming concepts to work with structured marketing datasets.
- Conducted A/B testing and digital field experiments to assess content and campaign effectiveness.
- Performed social listening and content analysis to understand audience behavior and sentiment.
- Developed foundational knowledge of marketing mix models, AI, and machine learning applications in marketing analytics.

EDUCATION

University of Houston Downtown, Davies College of Business **Aug 2022 - May 2025**
Bachelor of Business Administration in Marketing

Lone Star College System **Aug 2017 - Dec 2019**
Associate of Science

Workforce Institute **Aug 2023 - Dec 2023**
Vocational Certificate in Digital Communications and Media/Multimedia

CORE SKILLS

- Email Marketing (HubSpot Certification)
- Social Media Support
- Marketing Analytics & Reporting
- Google Analytics
- Customer Engagement & Support
- Event Coordination Support
- Cross-Functional Collaboration
- Data Organization
- Google Workspace