

CARLA ARAUJO

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EDUCATION

Las Positas College

August 2026 - Present

AS-T in Business Administration

LEADERSHIP EXPERIENCE

Future Business Leaders of America | Las Positas College

Livermore, CA

Director of Marketing

May 2026 - Present

- Leads chapter communications across social platforms, promoting meetings, workshops, events, and recruitment for the college's largest business club.
- Grew the chapter's social media audience by 100+ followers through Club Fair promotion and student recruitment campaigns.

Black Student Union | Livermore High School

Livermore, CA

Co-Founder & Publicist

February 2026 - May 2026

- Helped reestablish the Black Student Union, creating its constitution and officer application form to support club operations and leadership selection.
- Contributed to planning cultural programming and an educational field trip to UC Berkeley to build community and student engagement.

Fashion Club | Livermore High School

Livermore, CA

Co-Founder & Vice President

October 2024 - May 2025

- Co-founded a club that attracted 40+ students at its first meeting; wrote its constitution and planned, created, and led weekly meetings.
- Helped organize an educational field trip for 20+ students to the Academy of Art University and the deYoung Museum.

PROFESSIONAL EXPERIENCE

Las Positas College

Livermore, CA

Marketing Assistant

August 2026 - Present

- Collaborates with college and district marketing leadership and the President on campus marketing and events, supporting projects from planning through execution.
- Uses analytics to support content proposals; strategizes, films, and edits content for a 7,000+ follower account. First two Reels earned 12,000-16,000 views each versus typical posts of 7,000-8,000 views.

CNBC

San Francisco, CA

Summer Student Project Manager

June 2025 - July 2025

- Co-developed and led a Gen Z investment content series, collaborating on the concept and pitching it to NBCUniversal executives in New York.
- Presented a social innovation proposal to Accenture employees at Salesforce Tower, communicating recommendations to a professional audience.

SKILLS AND CERTIFICATIONS

Technical: Microsoft Office Suite, Google Workspace, Canva, Google Analytics (GA4), Meta Business Suite, Mailchimp, Adobe Premiere Pro/Rush

Skills: Attention to detail, organization, time management, project coordination, event planning, professional communication, teamwork, leadership, problem-solving, research, public speaking, data-driven decision-making, and student outreach.

Google Certifications | January 2025: Foundations of Digital Marketing and E-commerce; Attract and Engage Customers with Digital Marketing.