

CELESTE FLORES-PENA

CALIFORNIA STATE UNIVERSITY STUDENT SEEKING INTERNSHIP OPPORTUNITY

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PROFESSIONAL SUMMARY

Marketing student at California State University, specializing in Marketing with a minor in Journalism. Experienced in UGC campaign strategy, social media analytics, audience research, and content production across TikTok and Instagram. Brings a dual background in marketing strategy and hands-on video production, with a strong eye for content that connects with diverse, digital-native audiences.

EDUCATION

Bachelor of Science in Business Administration

Anticipated: May 2027

California State University, Los Angeles

Dean's List

Visual/media arts

Graduated: Jun 2023

Ramon C. Cortinez School of Visual and Performing Arts, Los Angeles

EXPERIENCE AND CERTIFICATIONS

Social Media and Brand Strategy Extern

2024 - 2025

Organization Name | Extern Remote

Designed a full UGC campaign strategy for TikTok and Instagram targeting private school families, defining campaign objectives around brand awareness, community building, and engagement.

Conducted qualitative and quantitative research to uncover customer insights related to Gen Z trends, behaviors, and preferences for audio devices.

Built and analyzed customer personas and targeted audience profiles to guide platform strategy and campaign direction.

Tracked performance using TikTok Analytics and Instagram Insights to measure reach, engagement, and follower conversion rates.

Synthesized insights and presented findings through a detailed data dashboard and visual presentations to support actionable business strategies.

CERTIFICATIONS

Motion Creative Strategy Bootcamp - 184221871

Jun 2026

Motion

<https://www.credential.net/0422844c-c4a0-41e3-8e68-b3de77e0ef92#acc.jHMmct6y>

Conducted research on creative strategy and how it affects social media statistics such as conversions, watch time, and clicks.

PROJECTS

Digital Content Production: Short Film Project Management

Aug 2026 - Dec 2026

<https://youtu.be/tNloNeg4y5Q?si=Y-1Q4lYKNxp4--gx>

Directed and edited a 10-minute short film, managing the full production pipeline from pre-production to final delivery.

Enhanced content using CapCut across all post-production stages.

SKILLS

- Social media insights (TikTok & Instagram)
- Adobe Creative Cloud
- CapCut
- Canva
- Google Workspace
- Microsoft 365
- Video Production (Filming and Scriptwriting)
- Post-Production Workflows

LANGUAGES

English (Fluent)

Spanish (Conversational)