

TESS ETEM

San Luis Obispo, California | (415) 261-7509 | tesseltem@gmail.com | [linkedin.com/in/tess-etem](https://www.linkedin.com/in/tess-etem)

EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

May 2027

Bachelor of Science in Business Administration, Concentration in Marketing

Cumulative GPA: 3.7

Relevant Coursework: Marketing Research, Professional Selling Skills, Financial/Managerial Accounting, Business Law, Corporate Finance

MARKETING PROJECTS

WENDY'S CUSTOMER RELATIONSHIP ANALYSIS

Business Strategy & Marketing Coursework

Jun 2026

- Analyzed customer survey data in SPSS to evaluate trust, satisfaction, and commitment across Wendy's and key competitors
- Created competitive comparisons, demographic charts, and a relationship map to identify drivers of customer loyalty
- Synthesized findings into recommendations focused on employee service training and promotion of fresh-food quality

SLO VINTAGE CHEESE COMPANY

May 2026

Client Marketing Project, Consumer Insights

- Designed Canva promotional graphics aligned with the company's brand identity and promotional goals
- Collaborated with the business to understand brand preferences and customer engagement priorities

WORK EXPERIENCE

RAFAEL RACQUET CLUB

Jun 2025 – Aug 2026

Member Services Associate

- Welcomed and assisted 30–50 members and guests daily, providing friendly and professional customer service
- Managed check-ins, reservations, and scheduling to ensure smooth facility operations
- Answered member inquiries regarding programs, services, and policies with accuracy and attentiveness

PERSONAL TECHNOLOGY/OFFICE OPERATIONS ASSISTANT

Jun 2024 – Aug 2026

- Provided technology troubleshooting, device setup, and email/phone support for clients 5–10 hours weekly
- Organized digital and physical files, maintained records, and improved filing systems for easier access to important documents
- Spent 5-10 hours weekly providing solutions and support regarding troubleshooting, new devices, and other technological questions

BELLY DELICATESSEN AND MARKETPLACE

Jun 2024 – Sep 2024

Employee

- Operated the cash register and practiced secure transaction procedures dozens of times daily
- Provided friendly customer service to 20–30 customers daily

JAMBA JUICE

Nov 2021 – Aug 2022

Associate

- Prepared and blended various smoothies and beverages while adhering to company recipes and quality standards
- Collaborated with team members to efficiently fulfill 50+ orders per shift, ensuring a positive experience for each customer

LEADERSHIP & SERVICE EXPERIENCE

NATIONAL CHARITY LEAGUE

May 2017 – Jun 2023

- Committed over 100 hours to community service, gaining hands-on experience in planning, organizing, and executing service events

EXTRACURRICULARS

AD CLUB: Advertising Club **MUSTANG FILM SOCIETY:** Film Club

ADDITIONAL

Certifications: Google Analytics Certified

Technical Skills: Canva, CapCut, Microsoft Office (Word, Access, Excel, PowerPoint, Outlook), Google Workspace, POS Systems, SPSS

Social Media Skills: Instagram, Facebook, TikTok, X

Languages: English (fluent), Spanish (intermediate)

Interests: Film, Music, Puzzles, Strength Training, Event Planning