

# Tiana Gauthier

San Jose, CA | (408) 832-1126 | [tianajoliegauthier@gmail.com](mailto:tianajoliegauthier@gmail.com) | [www.linkedin.com/in/tianagauthier](http://www.linkedin.com/in/tianagauthier)

## EDUCATION

### Bachelors of Business Administration in Marketing, Minor in Psychology

Jan. 2025

University of San Diego

San Diego, CA

- 4.0 Major GPA, Summa Cum Laude
- Studied in Madrid, Spain in Fall of 2023

## WORK EXPERIENCE

### Human Resources Intern

Sept. 2024-Dec. 2024

University of San Diego

San Diego, CA

- Created a virtual new hire packet on Canva to promote employee resources and benefits
- Utilized Workday platform to promote curated training courses targeted at newly hired managers
- Developed a training course on computer basics as a professional development tool for employees

### Marketing and Events Intern

Jun. 2024-Aug. 2024

San Jose Downtown Association

San Jose, CA

- Created promotional materials on Canva for a downtown campaign increasing sales for over 40 restaurants
- Maintained Facebook event pages, tracked event budget, and analyzed survey data for an outdoor movie series
- Wrote event summaries for sponsors and assisted in creating reports for the San Jose office of economic development

### Marketing and Supply Chain Intern

Jun. 2023-Aug. 2023

Outset Medical

San Jose, CA

- Researched the market of transitional care units and developed strategies to implement new marketing techniques
- Conducted 10 one-on-one interviews with medical professionals and executive members to collect qualitative data to gain insight on the implementation of the product
- Created and organized an intranet on SharePoint to connect the diverse teams within the supply chain department

### Events Director

Jan. 2023-May 2023

Eta Iota Chapter of Kappa Alpha Theta, International Sorority

San Diego, CA

- Coordinated and executed 2 large-scale events within the \$22,000 budget and organization guidelines
- Communicated with executive board members, venues, and vendors to organize social events
- Utilized Canva to create promotional material generating over 200 people in attendance

## MARKETING & CONSULTING PROJECTS

### Google Paid Search Ad Campaign

Sept. 2024 – Dec. 2024

University of San Diego Marketing & Communications

- Developed Paid Google Search Ads to promote and raise awareness for the College of Arts and Sciences
- Targeted prospective students using a \$1,300 budget over the course of 3 months resulting in 4,155 clicks, 52,362 impressions and a CTR of 7.94%
- Conducted keyword research and Google Trend analysis to optimize ads through 3 rounds of modifications.

### Analysis of Customer Churn for AT&T Project

Jan. 2024-May 2024

Marketing Analytics Class - MKTG 411

San Diego, CA

- Utilized JASP software to conduct machine learning analytics on data from AT&T customers
- Analyzed data to determine the best model for predicting customer churn
- Interpreted models to determine how to best incentivize customers to stay with AT&T

## SKILLS

- MOS Excel Certified
- Search Engine Marketing (SEO & Paid)
- Digital Ad and Website Creation
- Microsoft Office and Google Workspace