

# Oscar Mendoza

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## EDUCATION

Illinois State University

Normal, IL

**Bachelor of Arts in Graphic Design and Public Relations**

Graduation: December 2027

GPA: 3.40/4.0

## WORK EXPERIENCE

Best Buy

Vernon Hills, IL

**Sales Associate**

November 2022 – Present

- Advocate for customers' needs by asking questions on their situation then find solutions in consumer service
- Provide specialty coverage with mobile activation and plan setup for Verizon and AT&T
- Recognize Associates to assign with customers based on capability and personal brand familiarity
- Manage the POS system, while bringing in sales over \$48,000 without error monthly

Accesso: THE FLASH pass

Gurnee, IL

**Team Member**

April 2022 - November 2022

- Assisted and direct guests throughout the park by addressing concerns in a timely matter
- Adapted quickly to changing duties (guest service, technical assistance, operations) and schedules
- Supported operations during busy periods, coordinating with fellow team members to manage guest flow, crowd control, and customer service touchpoints

AbbVie

Waukegan, IL

**Student Intern**

August 2021 – May 2023

- Worked with Mobility Team by restoring devices for different AbbVie divisions of quality assurance
- Sorted out devices and recognizing apple devices models, making sure team gets to
- Filed more than 25 cases on average to track returns/deliveries online for the first few months working
- Gained data management and organization skills by setting up attainable goals and keeping progress via. Excel

Illinois Tool Works (ITW)

Glenview, IL

**Student Intern**

Aug 2019 – Mar 2020

- Supported recruitment, including orientation coordination, preparations and new hire documentation
- Improved accessibility and security for the Alpine Division by transitioning their personnel system to paperless
- Organized and managed data in HR systems, ensuring accuracy, security, and timely reporting
- Developed written communication by reviewing emails within the office and completing work reports

## ORGANIZATIONS AND ACTIVITIES

American Marketing Association (AMA)

Normal, IL

**Director of Social Media**

December 2024 – Present

- Pioneer the Illinois State University chapter AMA Instagram Page to 'amaillinoisstate'
- Designing graphics, and stories to promote events, highlight members, and strengthen community engagement
- Analyzed performance metrics to track growth, optimize posting strategies, and improve audience reach
- Obtain up to four times the viewership to more than 60k since being Director after the spring semester

**Member**

October 2023 – Present

- Victor for year 2024-25 T-Shirt Competition from majority vote on design
- Participate in opportunities of working in the Marketing Industry through meetings
- Lobby Illinois State University students from tabling to fundraise future AMA enrichment activities
- Engaging with guest speakers and panelist by asking questions to further build my professional career

Sequin Magazine

Normal, IL

**Graphic Designer**

October 2023 – May

2024

- Collaborated with writers to design appealing layouts that best reflect their vision
- Pioneered promotional materials to spread the word as well open opportunities for future collaborations
- Collaborated with writers to create meaningful pages that associates with each topic