

Mia Esparza

Highly motivated employee with desire to take on new challenges. Strong work ethic, adaptable and exceptional interpersonal skills. Adapt at working effectively unsupervised and quick at mastering new skills. Hardworking individual with exemplary customer service, multitasking and time management abilities.

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EXPERIENCE

Alpine Systems Associates— Marketing & Advertising Intern

June 2025- Current

-Social Media Management: Created and scheduled weekly content for Instagram and LinkedIn, including graphics, captions, and engagement with followers.

-Email Marketing: Designed and sent monthly newsletters via Constant Contact; managed and updated contact lists.

-Content Creation: Wrote blog articles, developed presentations, and supported visual content creation using Canva and basic photo/video tools.

- Sales Support: Researched leads, built prospecting lists, scheduled sales appointments, and maintained follow-up communications.

-Administrative Support: Tracked marketing activities, organized digital assets, maintained a content calendar, and supported team operations with meeting notes and task coordination.

The Social K— Remote Marketing Internship

July 2025- February 2026

-Managed and created content for multiple social media platforms, including TikTok, to drive brand awareness and engagement

- Developed and implemented content strategies aimed at business growth through digital marketing

- Gained hands-on experience in various areas of marketing, including social media, branding, and audience engagement

- Contributed creative ideas and collaborated with the team to enhance campaign performance and outreach

- Immersed in a fast-paced marketing environment, building a strong foundation in content creation and strategy development

Shop Bauble— Brand Representative

March 2025 - Current

-Promoted the brand and its collections through social media platforms and digital content to reach and engage a broader audience

-Promoted a personalized 15% discount code via Instagram, generating engagement, boosting online sales, and strengthening customer brand connection.

SKILLS

- Problem-solving abilities
- Teamwork and collaboration
- Adaptability and Flexibility
- Interpersonal communication
- Marketing skills
- Creative Thinker
- Detail-Oriented
- Strong Communicator

LANGUAGES

Fluent in English and working knowledge in Spanish

ACCOMPLISHMENTS

- Deans List / Fall 2025
- Deans list / Summer 2025

-Created visually appealing and on brand content, including unboxing videos and product showcases.

Shusha boutique, Miami, FL — Sales Associate

April 2024 - August 2024

- Engaged daily with the community using various social media platforms.
- Created company content on TikTok and Instagram.
- Greeting customers, responding to questions, improving engagement with merchandise and providing outstanding customer service.
- Operating cash registers, managing financial transactions, and balancing drawers.
- Directing customers to merchandise within the store.
- Maintained cleanliness of the checkout area including countertops, registers, windowsills, and floors.
- Directed trash removal and sanitation procedures to keep aisles and register areas organized.

Oak Apparel and Home, Miami, FL — Sales Associate

January 2023 - August 2023

- Modeled clothing on Instagram to best showcase merchandise.
- Greeting customers, responding to questions, improving engagement with merchandise and providing outstanding customer service.
- Operating cash registers, managing financial transactions, and balancing drawers.
- Directing customers to merchandise within the store.
- Maintained cleanliness of the checkout area including countertops, registers, windowsills, and floors.

EDUCATION

University of Florida, Gainesville FL — Bachelor of Science in Advertising

January 2026 - Expected graduation May 2028

SantaFe College, Gainesville FL — Associate in Arts, Journalism

August 2024 - December 2025