FABIAN HUERTAS

MARKETING MAJOR

CONTACT

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ABOUT ME

I love cultivating connections, strengthening relationships, and creating opportunities. My attributes are my confidence, outgoing nature, constant professionalism, dependability, adaptability, consciousness, leadership and sales instincts. What drives me is using my experience and talent, for continuous improvement, social consciousness and interaction with clients.

EXPERIENCE

PROJECT MANGER
DEL MAR FARMERS MARKET | JANUARY 2017-PRESENT

- Analyzing day to day administrative expenses, market trends, and estimated market value of produce and fees
- Weekly collection of rent, fees, balancing accounts, and bank transactions
- Revitalized social media marketing campaign by increasing engagement of over 800 Facebook page likes, Instagram Followers, and weekly email subscribers
- Operationalized weekly event of over 30 vendors, coordinating with strong unique individual entrepreneurial personalities
- Initiated and designing weekly promotional advertisements in multiple digital and print publications

REGIONAL SALES MANAGER
BLUE HERON ORGANIC SPECIALTY PRODUCE | APRIL 2012-JUNE 2016

- Developed a marketing and sales strategies resulting in increasing expansion and revenue
- Spearheaded marketing campaign for the company's seasonal produce

EDUCATION

CALIFORNIA STATE UNIVERSITY OF SAN MARCOS
College of Business Administration | 2016-Present
Business Marketing | GPA: 3.8
Bachelor of Science in Business Administration
Expected Graduation | May, 2018

SKILLS

- Excel and SPSS Analytics
- Social Media Stratgiest
- Fluent in Multiple Languages
- Network Marketing
- SEO Certified
- Creating & Building Business Relationships
- Project Management
- Organizational & Communication skills
- Marketing Research

AWARDS

CALIFORNIA STATE UNIVERSITY OF SAN MARCOS COLLEGE OF BUSINESS ADMINISTRATION
DEAN'S LIST RECIPIENT
JANUARY 2017

BLUE HERON ORGANIC SPECIALTY PRODUCE
SALES AWARD WINNER
2014, 2015, & 2016