

ANDRES GASPAR DE ALBA

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SUMMARY

Motivated and detail-oriented student seeking a marketing internship where I can apply strong communication skills, a collaborative mindset, and a growing interest in branding and digital media. Through hands-on customer-facing experience in a fast-paced environment, I've gained valuable insight into consumer behavior, brand consistency, and effective messaging. I am passionate about understanding how brands connect with audiences and eager to learn more about advertising, social media strategy, and creative campaign development.

EDUCATION

High School Diploma (Regents Diploma), 2021–2025

Relevant coursework: Business, English Composition, Technology, Media Studies

Academic strengths include writing, communication, and project organization.

SKILLS

- Strong written and verbal communication
- Understanding of customer behavior & service psychology
- Creative problem-solving and adaptability
- Organized, efficient, and capable of multitasking
- Team-oriented mindset and reliable work ethic
- Familiar with social media platforms (Instagram, TikTok, X, YouTube)
- Interest in branding, marketing strategy, and content creation
- Ability to learn new tools, systems, and software quickly

WORK EXPERIENCE

Chick-fil-A — Front of House Team Member (2023–2025)

- Delivered high-quality customer service with a focus on clear communication and professionalism.
- Developed an understanding of customer needs, preferences, and behaviors while interacting with guests daily.
- Maintained brand consistency by following company guidelines in communication, tone, and presentation.
- Gained experience working efficiently under pressure during high-volume rush periods.
- Collaborated with team members to maintain a smooth workflow and positive environment.
- Ensured cleanliness, safety, and organization to support both customer satisfaction and brand reputation.
- Strengthened time management skills by balancing multiple tasks simultaneously.

INTERESTS

Branding, advertising, consumer psychology, digital media trends, design aesthetics, creative writing, social media engagement, and learning about how companies build relationships with their audiences.

REFERENCES

Gina Bonneau — General Manager | 909-631-1746

Alexandra Ruby — Team Lead | 725-230-4695