

Gerardo Colón

11612 Gwynne Ave, Norwalk, CA

Phone: (562) 644-9026 **Email:** gerardo.colon.gc22@gmail.com

Portfolio: <https://gerardocolonportfolio.my.canva.site/>

EDUCATION

California State University, Fullerton | Fullerton, CA

Bachelor of Arts in Communications, Advertising,

anticipated **December 2025**

Digital Media Certificate

anticipated **December 2025**

GPA 3.7

EXPERIENCE

CSUF AdClub, CSUF | **Creative Executive**

Spring 2024 - Spring 2025

- Facilitate bi-weekly meetings to educate more about the advertising industry
- Designed promotional material, including flyers, presentation decks, and social content
- Coordinated and attended professional agency tours to strengthen industry knowledge

Shannon's Corner | **Marketing Coordinator**

October 2025

- Manage multiple websites, making sure each venue is updated with current events
- Create flyers for themed events while following branded guidelines
- Attend Monthly meetings to organize accordingly to a marketing calendar

Applebee's, Norwalk, CA | **Server**

June 2021 - Present

- Persuasive upselling of signature food and beverages to guests
- Deliver attentive service in a multi-tasked, fast-paced, team-oriented environment
- Apply effective communication and critical thinking to resolve guest concerns

Venture Strategic, Irvine, CA | **Communications and Marketing Intern**

Fall 2025

- Helped create social media posts and marketing materials for clients in education, energy, and healthcare
- Researched local community outreach efforts and public messaging for clients like CASLAR, Compass Energy, and KPC Health
- Gained hands-on experience in agency workflow, issue advocacy, and stakeholder communications

RELEVANT PROJECTS

CSUF COMM 354 - Creative Strategy and Execution

Fall 2024

- Developed mock integrated campaigns for Pringles and Vans, including GIFs, animated internet ads, and branded magazine covers
- Designed social media posts and platform-specific visuals using Adobe and CapCut to align with brand identity

CSUF COMM 451 - Advertising Campaigns

Spring 2025

- Designed and pitched a full mockup campaign plan for Latin pop artist Darviin, incorporating influencer outreach, content calendar, and branding strategy
- Researched target audiences and built a creative rollout plan emphasizing digital engagement across Instagram and TikTok

Gerardo Colón

11612 Gwynne Ave, Norwalk, CA

Phone: (562) 644-9026 **Email:** gerardo.colon.gc22@gmail.com

Portfolio: <https://gerardocolonportfolio.my.canva.site/>

AFFILIATIONS

CSUF MSI (Male Success Initiative) | Fellow | March 2022 - Present

- Participate in monthly Brotherhood Gatherings focused on community building and personal development
- Engage with guest speakers and university leaders on leadership, professional development, and cultural identity.

CSUF M.E.Ch.A | Board member |

Oct 2022 - May 2024

❖ **MESA representative**

- Represented M.E.Ch.A. in MESA meetings, collaborating with other LatinX student-run organizations to allocate an annual budget for cultural community events and conferences
- Coordinated annual *Día de Los Muertos* celebration, boosting cultural visibility and promoting student engagement

❖ **Social media committee**

- Designed flyers and co-managed the Instagram account to promote student events.

SKILLS

- Intermediate-level in Adobe suites, such as Illustrator, Photoshop, and Dreamweaver
- Familiar with social media suites such as Instagram, TikTok
- Familiar with video editing, such as Premiere Pro and CapCut
- Bilingual in English and Spanish
- Canva
- StatusBrew
- Asana, project/task management
- Slack