

AUDREY ESPINOZA

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EDUCATION

B.A. in Organizational Studies (Intended) — University of Michigan — Ann Arbor, MI

Expected 2029

- GPA: 3.8/4.0

PROFESSIONAL EXPERIENCE

Lab Manager — ODESI Research Lab, Ross School of Business — Ann Arbor, MI

Aug. 2025 – Present

Lab Manager (May 2026 – Present) | Research Assistant (Aug. 2025 – May 2026)

- Manage research operations, coordinate undergraduate researchers, and support qualitative and quantitative projects focused on organizational development and workplace strategy.
- Conduct interviews, data coding, analysis, and synthesis while supporting outreach to industry leaders and organizations.

Social Media & Marketing Intern — Tremble — Ann Arbor, MI

March 2026 – Present

- Develop social media and marketing initiatives to increase brand awareness, membership, merchandise sales, and class participation.
- Create content calendars, analyze target audiences, and collaborate with local organizations and influencers to expand Tremble's presence.
- Support branding for events and social media while assisting with customer-facing operations.

Administrative Intern — Gateway Financial Solutions — Saginaw, MI

Aug. 2024 – Aug. 2025

- Streamlined document processing and submissions while maintaining confidentiality of sensitive customer information.
- Assisted with client communications, administrative updates, and process improvements.

Beverage Cart Attendant (Seasonal) — Bay City Country Club — Bay City, MI

May – Aug. 2025; May – Aug. 2026

- Served beverages and snacks to guests on the course, providing friendly, attentive customer service.
- Handled payments and restocked the cart while keeping service quick and organized.

Admin. Assistant and Social Media Manager — Seung-Ni Martial Arts & Fit Club

Feb. 2024 – Jul. 2025

- Ran multiple Facebook, Instagram, and TikTok pages to increase membership rates.
- Handled billing, account updates/management, and maintenance for customers.
- Provided tours and brought on new customers through in-store sales and social media marketing/campaigns.
- Implemented strategies to improve customer satisfaction and office flow.
- Conducted payroll for company and worked alongside accountant for tax reporting.

LEADERSHIP & CAMPUS INVOLVEMENT

Vice President of Marketing — Wellness Society, University of Michigan

2026 – Present

Previously Member, 2025 – 2026

- Lead marketing strategy, social media campaigns, and promotional efforts to increase student engagement and organizational visibility.
- Oversee the Social Media Director and Photography Director, directing all marketing initiatives for the chapter.
- Serve on the chapter's executive board, setting marketing priorities and representing the organization's brand across campus.

Market Research Analyst — Michigan Advertising and Marketing, University of Michigan

Sept. 2026 – Present

- Earned a spot through a highly competitive, three-round application process.
- Conduct market research as part of a client consulting team for local business Fellowfield Discovery Park.
- Attend weekly professional development sessions on hard and soft marketing skills, including panels and networking events.
- Balance a weekly meeting schedule and ongoing client research alongside coursework.

Sigma Kappa, University of Michigan

2025 – Present

- Participate in chapter programming, community-building initiatives, and philanthropic activities.

Product Development Consultant — Michigan Business Women

Sept. 2025 – Dec. 2025

- Consulted for Seacoast Sketches, a small custom watercolor stationery business, as part of a consulting team.
- Assisted in restructuring the client's pricing process and service packages and refined focus on specific products.
- Provided deliverables and further advice to the business owner based on extensive research.

CERTIFICATIONS

- Content Marketing Essentials for SEO and AI Search — Semrush
- Social Media Marketing Crash Course — Semrush

SKILLS

Skills: Marketing Strategy · Social Media Marketing · Content Planning · Brand Development · Market Research · Qualitative Research · Data Analysis · Professional Communication · Event Promotion · Organizational Leadership