

Brayden Abadilla

Marketing student at CSULB with professional experience in social media marketing and digital campaign strategy. Award-winning entrepreneur with a strong foundation in analytics, content creation, and brand growth. Passionate about building creative campaigns that drive measurable engagement.

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Working Experience

Social Marketing Assistant, DirectMyLoan Inc. (Brea, CA/Remote)

Dec 2024 - Aug 2025

- Developed and scheduled social media content daily across platforms, increasing engagement by 72% over 6 months.
- Assisted in planning and executing digital marketing campaigns to generate qualified leads.
- Analyzed performance metrics using Google Analytics and platform insights to optimize content strategy.
- Collaborated with cross-functional teams to align marketing efforts with company growth objectives.
- Helped automate marketing workflows, improving team efficiency by 25%

Barista + Media Content Creator, Vivot Craft Cafe (Fullerton, CA)

Aug 2025 - Present

- Delivered high-quality customer service and support in a fast-paced environment, serving 100+ customers daily.
- Contributed to upselling strategies, increasing average ticket sales.
- Assisted in promoting seasonal menu items and in-store campaigns through creating social media posts boosting engagement.
- Maintained strong customer relationships, contributing to repeat business and brand loyalty.

Social Media & Welcome Team, CSULB AACF (Long Beach, CA)

Aug 2025 - Present

- Engaged and welcomed new members, contributing to increased student involvement.
- Assisted in organizing campus events and outreach initiatives; creating social media posts for them as well.
- Supported team operations and communication efforts to improve member engagement.

Educational Background

Associates of Business Administration (Marketing)

Riverside Community College District: Norco College

Sep 2020 - June 2024

- **Dean's List** (2021-2023)

Bachelor of Science in Business Marketing

California State University of Long Beach

Jan 2025 - Dec 2026

- **President's List** (all semesters)

Marketing Projects

Apostle Ideation Challenge

- Built business projections and branding strategy
- Presented to investor panel; won \$1,000 award

CSULB Sunstone Innovation Challenge (current project)

- Selected to advance into the Challenge
- Currently refining financial projections and brand scalability model
- Conducted competitor analysis and market research to define positioning and pricing strategy.

Skills

- **Google Analytics**
- **Adobe Photoshop**
- **Meta Business Suite**
- **GoHighLevel / CRM**

Service

Barista, Harvest Crusade Church (Riverside, CA)

- Served as a barista for my church's coffee shop
- Learned customer service by taking orders and making specialty crafted beverages.

Cafe Cashier, Seacoast Grace Church (Cypress, CA)

- Sold drinks, doughnuts, and other snacks to members of the church
- Kept the patio clean and organized