
Lyla Dixon

Orange, CA 92867

8327041075 | lylamdc@gmail.com

Education and Training

Expected in 06/2025 **Chapman University** Orange, CA

Bachelor of Science: Business Administration

- Dean's Scholarship Recipient: Merit-based scholarship for academics, rigor in curriculum, quality of application, and test scores (2021-present)

Experience

08/2022 - Current **Ascent Talent** — San Diego , CA

Promotions Team Member

- Worked promotional events for different brands, persuading customers to purchase and documenting consumer engagement
- Teamed with other demonstrators to put on large-scale promotions.
- Watched crowd to identify prospects, capture interest and create positive brand associations.
- Bolstered brand awareness by executing marketing campaigns utilizing trade shows, sports events and guerrilla marketing.

03/2020 - 08/2020 **Hot Spot Pottery** — San Diego , CA

Customer Service Associate

- Maximized sales potential by preparing, storing, rotating and merchandising products at point-of-sale.
- Collaborated with front-end staff to assist customers.
- Supervised other departments to provide coverage and keep store operational.
- Analyzed customer needs and offered product advice.

06/2016 - 06/2016 **International Volunteer HQ** — San Jose, Costa Rica

Volunteer

- Collaborated with community leaders, organizations and public agencies to promote community service programs.
- Facilitated special group events and off-site field trips.
- Coordinated referrals to community services by advocating for individual needs and addressing roadblocks.
- Organized games, activities, and overall structure for children's daycare/camp

Skills

- Proficient in Spanish
- Strategic social media targeting and communication
- Customer relations
- Communication skills