

# Jessica Parker

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## Summary

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Business Administration student graduating in May 2026 with a strong interest in pursuing a career in medical sales. I'm known for building genuine relationships, communicating clearly, and staying motivated in goal-driven environments. Through my coursework and hands-on projects, I've developed a solid foundation in business strategy and problem-solving, and I'm excited to apply those skills in a role where I can support healthcare providers and contribute to meaningful outcomes.

## EDUCATION

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### University of San Diego, Knauss School of Business

*Bachelor of Business Administration*

Study Abroad Fall 2024: University of Madrid

San Diego, CA

*Aug 2022- May 2026*

## PROJECTS

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### Unilever Coil Project International Business, University of San Diego

Fall 2025

- Analyzed international expansion opportunities for Unilever, evaluating economic, cultural, and competitive factors to develop a global integration strategy.
- Collaborated on market positioning and supply chain strategies, applying international business concepts to assess risk and long-term growth potential.

### Frozen Garden Case Competition Marketing, University of San Diego

Spring 2026

- Developed a comprehensive digital marketing campaign for Frozen Garden in a competitive case competition, identifying a new target market through primary and secondary research.
- Designed integrated paid and owned media strategies, including a unique digital marketing concept, and built a 12-month campaign plan with budget allocation and KPI-driven performance evaluation.

## EXPERIENCE

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### Rancho Capistrano Winery

*Waitress*

San Juan Capistrano, CA

Jun 2024 – Sept 2024

- Delivered high quality service in a fast paced environment, consistently earning high tips and positive customer feedback
- Upsold menu items, increasing average table revenue up to 15%

### Self Employed

*Personal Trainer*

San Clemente, CA

Jun 2020 – Present

- Built and managed personal brand, acquiring and retaining 10+ recurring clients through referrals and social media marketing
- Managed scheduling, billing, and client communication; demonstrating time management and basic business operations

## LEADERSHIP

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### Public Relations and Marketing for Alpha Chi Omega

University of San Diego

Spring 2025

- Led marketing efforts for recruitment and philanthropy events, increasing campus visibility
- Managed Instagram and TikTok content to strengthen brand presence
- Used engagement data to refine content strategy

## SKILLS

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- Sales and Upselling Techniques
- Time Management and Scheduling
- Team Collaboration
- Basic Accounting and Budgeting
- Microsoft Word, Excel, and PowerPoint
- Conversational Spanish