

# Anayansi Camargo

linkedin.com/in/anayansi-camargo

## EDUCATION

### Texas Tech University, Rawls College of Business

Lubbock, TX

*Bachelor of Business Administration, Marketing*

May 2027

- GPA: 3.36
- Spanish Minor
- Advertising Minor
- President's List: Spring 2025

## RELEVANT COURSEWORK

### Consumer Behavior

August 2025 – December 2025

- Explore how people think, feel, and act in the marketplace
- Learned about the marketing decision-making process and consumer behavior
- Understand how customers make decisions, interpret, store, and apply information when purchasing products

### Digital Marketing

August 2025 – December 2025

- Learned how firms interact with customers via online advertising campaigns for effective marketing
- Analyzed ways in which digital marketing influences modern consumer engagement and communication
- Explored digital marketing tools and methods while learning to adapt an organization's online identity

## WORK EXPERIENCE

### Celsius

Lubbock, TX

*Brand Ambassador*

January 2025 – Present

- Highlight new products and brand collaborations through social media while representing the brand
- Create and share content on social media platforms to promote Celsius
- Monitored responses from viewers and trends to improve content strategy and expand reach

### DoorDash

Lubbock, TX

*Campus Launcher*

August 2024 – December 2024

- Played a key role in starting the launcher program at Texas Tech while promoting student membership
- Organized tabling events, driving Student DashPass awareness through targeted outreach strategies
- Utilized marketing techniques in Excel to increase sign-ups, enhance student engagement, and boost sales

### Mundos Group

Lubbock, TX

*Brand Ambassador*

September 2023 – Present

- Represented the brand with professionalism, ensuring customer satisfaction and retention
- Implemented marketing strategies that contributed to achieving and exceeding daily sales targets
- Engaged with customers to promote products to patrons at athletic games

## CAMPUS INVOLVEMENT

### Tech Marketing Association

January 2025 – Present

### Tech Advertising Federation

August 2024 – Present

### Women in Business

September 2023 – Present

### Dancers with Soul

August 2023 – Present

*Historian (August 2024 – May 2025)*

- Led choreography for various performances at major campus and community events
- Captured and edited dance routines to enhance the team's digital presence and document its history
- Developed social media strategies to increase engagement across social media platforms

## SKILLS

- Microsoft Office Applications
- Spanish (Fluent)
- Canva
- Social Media Advertising: Instagram, TikTok