



# FABIAN HUERTAS

## MARKETING MAJOR

### CONTACT

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760.453.9837

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FABIANHUERTAS.COM

### ABOUT ME

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I am experienced in sales and managing. I love building business connections, strengthening relationships and creating opportunities. My attributes are my confidence, outgoing nature, constant professionalism, dependability, consciousness and sales instincts. I'm driven for using my skills and talent, for continuous improvement and interaction with clients.

### EXPERIENCE

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#### PROJECT MARKET MANGER

DEL MAR FARMERS MARKET | JANUARY 2017-PRESENT

- Analyzing day to day administrative expenses, market trends, and estimated market value for produce and fees
- Weekly collection of rent, fees, balancing accounts, and bank transactions
- Revitalized social media marketing campaign by increasing over 1,000 Facebook page follows, Instagram Followers, and weekly email subscribers
- Operationalized weekly event of over 30 vendors, coordinating with strong unique individual entrepreneurial personalities
- Initiated and designing weekly promotional advertisements in multiple publications

#### REGIONAL SALES MANAGER

BLUE HERON ORGANIC SPECIALTY PRODUCE | APR 2012-JUNE 2016

- Developed a marketing and sales strategies resulting in increasing expansion and revenue
- Spearheaded marketing campaign for the company's seasonal produce

### EDUCATION

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#### CALIFORNIA STATE UNIVERSITY OF SAN MARCOS

College of Business Administration | 2016-Present

Business Marketing | GPA: 3.5

Bachelor of Science in Business Administration

Expected Graduation | Fall, 2018

### SKILLS

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- Excel and SPSS Analytics
- Social Media Strategist
- Fluent in Multiple Languages
- Hootsuite Certification
- Goal-Oriented & Results Driven
- SEO Certified
- Creating & Building Business Relationships
- Project Management
- Organizational & Communication skills
- Team Leader
- Market Research

### AWARDS

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#### CALIFORNIA STATE UNIVERSITY OF SAN MARCOS

COLLEGE OF BUSINESS ADMINISTRATION

DEAN'S LIST RECIPIENT

JANUARY 2017

#### BLUE HERON ORGANIC SPECIALTY PRODUCE

SALESPERSON OF THE YEAR

2014,2015, & 2016