

**CheRima Gamatero-Manayan**  
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**Education**

**California State University, Sacramento**

Bachelor of Science, Business Administration: Risk Management & Insurance, Marketing, and International.

Bachelor of Arts, Psychology

**Work Experience**

**Belami Inc.**, Sacramento, CA

October 2009-April 2010

Marketing Analyst

- Developed online campaign and advertisements for a variety of home and industrial lighting fixtures.
- Devised new marketing strategies through detailed analysis of current business structure.
- Conducted Product Mapping for CSE paid advertisements such as Google, Yahoo, MSN, Amazon and other networks

**Governmental Solutions Group**, Sacramento, CA

March 2009-June 2009

- Campaign Marketing Intern  
Developed and implemented specific approaches to marketing GSG services and EdBrief products with an emphasis on client outreach and website development.
- Managed GSG's Market Campaign and maintained contact databases including potential sponsors, prospective clients and EdBrief Subscriber's list
- Recognized for innovative approach to using social media for widespread political acknowledgement.

**California State University**, Sacramento, CA

September 2007-June 2009

Student Ambassador

- Created and maintained web based communication (i.e. blog, message boards, and email)
- Respond to emails and phone calls from prospective students, parents, counselors, and the general public on matters of admission, placement tests, housing, financial aid, and student life.
- Recognized for the promotion of on campus student entertainment to generate interest in prospective students.

**Associations**

- Gamma Iota Sigma, Risk Management & Insurance Fraternity 2010
- American Marketing Association 2008-present
  - VP of Finance, VP of Membership
- International Business Organization 2008-present
  - Secretary
- Phi Alpha Delta, Pre-Law Fraternity 2007-present
  - Treasurer
- Mothers Against Drunk Driving (MADD) 2006-2007

**Technology Skillset**

Proficient in Microsoft Office Suite: Word, PowerPoint, Excel, and Access

