

Marly Flores

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AREA OF EXPERTISE

Office Administration
Social Media Management

Brand Voice & Messaging
Digital Marketing Fundamentals

Google Workspace
Project Coordination Assistance

RELATED EXPERIENCE

Sales Advisor (Customer Service & Administrative Support) | Best Buy Jan 2025 - Dec 2025

- Managed daily administrative operations by organizing paperwork, updating account/purchase records, and balancing cash drawers to ensure the store could open and operate smoothly for the day.
- Coordinated communication between departments to maintain accurate service documentation and customer satisfaction.
- Assisted 125+ customers per shift with service inquiries, order lookups, general concerns and repair requests while maintaining accuracy in throughout recordkeeping.

Brand Engagement Specialist | SaberTheory (Now TheSaberCompany) June 2024 - Dec 2024

- Supported day-to-day operations for brand campaigns across social, events, and email, contributing to initiatives that increased viewership by 68% and generated 20.2+ million views in 30 days.
- Monitored in-app analytics and planning efforts to guide marketing and business decisions, driving a 33% increase in sales during the contract.
- Managed scheduling, content coordination, community engagement support, and documentation across multiple brand initiatives.
- Maintained a positive brand presence by responding to community inquiries and moderating discussions during digital and live campaign launches.
- Partnered with cross-functional teams to execute brand activations and promotional campaigns, while contributing input on future and potential product ideas based on audience feedback and campaign performance.
- Organized campaign assets, timelines, and communications to support both ongoing execution and future initiatives.

Administrative Assistant | Nozomi Networks Aug 2021 - Aug 2022

- Provided daily administrative support including scheduling, filing, data entry, document preparation, and internal communications.
- Maintained organized digital and physical records, ensuring confidential documents were properly stored and easily accessible for team use.
- Coordinated onboarding packages and maintained office supplies to support daily business functions.

Content Marketing Specialist | Freelance Content Creator May 2021 - Present

- Develops and produces interactive, experience-driven content inspired by established IP, with a focus on storytelling, tone, and audience engagement.
- Balances creative ideas with real-world production limitations, adapting content to timelines, scope, and available resources.
- Independently creates and publishes social media content across the full content creation cycle, including concept development, production, editing, and performance tracking, in support of collaborative and personal brand goals and audience growth.
- Uses content creation as a form of self-expression to encourage inclusive, community-driven engagement and support brand storytelling within pop culture spaces.

EDUCATION

San Diego State University

Bachelor of Science in Business Marketing

- Specialization: Professional Selling and Sales Management

Diablo Valley College

Associate of Science in Business Administration and Management

- General for Transfer

ADDITIONAL INFORMATION

- Languages:** English, Spanish (Conversationally)
- Certifications:** Google Digital Marketing & E-commerce Professional Certificate (Program in progress)
 - Completed Course Certificates:
 - Foundations of Digital Marketing and E-commerce
 - Attract and Engage Customers with Digital Marketing
 - From Likes to Leads: Interact with Customers Online