

# DANIEL BALASTA

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I am a diligent and focus-minded full-time student working as a Barista Trainer and Server, at the same time maintaining an Internship and a Freelance Brand Ambassador position. My positive mindset, infectious energy, and fluidity to adapt in any circumstances provides me the perseverance to manifest my goals into reality. I have a various amount of experiences in the retail, food, and customer service industries that allows me to utilize my communication, organizational, analytical and critical skills in any work environment. In order for me to advance my career as an aspiring Entrepreneur and Life Coach, I desire to work in a collaborative environment that challenges my creative and logical ideas, while co-creating with other creative souls in the Business Industry.

## EXPERIENCE

**AUGUST 2020 – PRESENT**

### **MARKETING INTERN, YANG & PARTNERS**

- Develop marketing strategies and create media buys for clients consisting of tv, radio, outdoor, and digital platforms.
- Create, analyze, and optimize advertising campaigns which increased client's website traffic by 30%.

**JUNE 2020 – PRESENT**

### **FREELANCE BRAND AMBASSADOR, CALIVAMP E-COMMERCE**

- Post about Calivamp's products/services online through social media platforms.
- Create, share, and respond to online reviews.
- Network and build trusting relationships with potential customers.
- Use word-of-mouth marketing techniques, like referring Calivamp to friends while providing my own personalized discount code.

**APRIL 2020 – PRESENT**

### **BARISTA TRAINER, STARBUCKS**

- Provide the initial training for newly hired barista on essential skills and knowledge required to the barista role.
- Used simple and intuitive tools and skills through one-to-one delivery and on-the-job training.

**OCTOBER 2019 – PRESENT**

### **SERVER, AC HOTEL**

- Assist guests with making menu choices in an informative and helpful fashion with specific up-selling objectives to market and sell high-profit margin selections on the menu.
- Developed exceptional service by greeting and serving customers in a timely, friendly manner, and promptly served all food courses and beverages to guest.

**AUGUST 2019 – OCTOBER 2019**

**FRONT DESK RECEPTIONIST, SPIN SF**

- Leveraged communication and problem-solving skills in order to efficiently manage interactions with customers and teammates.

**OCTOBER 2017 – AUGUST 2019**

**CUSTOMER SERVICE REPRESENTATIVE, AMERICAN AIRLINES**

- Provided full range of customer service duties that included selling, collecting, and processing and administrative duties of service products using independent judgement while maintaining high degree of accuracy.
- Achieved high level of customer satisfaction that provided expectational customer service experience that handled misconnecting passengers, reducing turnaround time by 50% in a fast-paced atmosphere.

## EDUCATION

**JANUARY 2019 - PRESENT**

**SAN FRANCISCO STATE UNIVERSITY**

- MAJOR: COMMUNICATION AND MEDIA STUDIES
- MINOR: BUSINESS MARKETING
- 3.3 GPA. // SFSU MEN’S CLUB VOLLEYBALL 2019-2020

**AUGUST 2013 – MAY 2016**

**SKYLINE COLLEGE**

- RECEIVED MY AA-T IN COMMUNICATION STUDIES
- ATTENDED AN INTERCULTURAL COMMUNICATIONS STUDY ABROAD PROGRAM IN SOUTH AFRICA.

## SKILLS

- Microsoft Word, Excel, PowerPoint, Office.
- Social Media
- Event Planning
- Intercultural Communications
- Final Cut Pro/iMovie
- Strategic Communications
- Public Relations
- Marketing Strategy
- Marketing Research
- Video Editing

## ACTIVITIES

- Volunteer: Rex’s Taimane Summer Volleyball Camp
  - •Increased children turnout by 10% each summer through promoting targeted demographic by gathering data to support their desires and expectations of the program.
- Volunteer: Westmoor High School – Volleyball Manager
  - •Strategically scheduled tournaments around a preexisting season schedule.
  - •Conducted a budgeted income statement for equipment, gear, and additional tournament participation.