

EDEN ARAUJO

Spring Branch, TX · (210) 997-0959 · edencheer1@gmail.com

PROFESSIONAL SUMMARY

Energetic and detail-oriented marketing professional with a B.S. in Business Administration: Marketing Management and hands-on experience in social media marketing, event planning, and creative content development. Passionate about sports and entertainment marketing, with a proven ability to design engaging campaigns, manage brand presence across digital platforms, and create memorable audience experiences. Adept at collaborating in fast-paced environments, bringing fresh ideas, strong organizational skills, and a creative eye to every project.

EDUCATION

B.S. Business Administration – Marketing Management

Biola University · La Mirada, CA · May 2025 · GPA: 3.75

EXPERIENCE

Advertising & Social Media Intern

Media Brokers Group — San Antonio, TX · September 2025 – Present

- Assisted with graphic design projects for client campaigns, including logo concepts and billboard designs.
- Supported social media management for a designated client, coordinating with a white-label social media agency to ensure brand consistency and timely content delivery.
- Captured behind-the-scenes photo and video content during a commercial shoot for use in social media marketing campaigns.
- Represented the company at networking events hosted by Business Professionals of San Antonio (BPSA), engaging with local professionals and clients to build brand awareness.

Hip Hop Instructor

Amy's All Star Dance Studio — Schertz, TX · December 2025

- Taught 3 hip hop classes, one advanced, one intermediate, and one beginner.
- The beginner class was for adults while the other two were for ages 10 and up.

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Marketing Manager Intern

The SHARE Center – Spring Branch, TX · Jul 2024 – Aug 2024

- Managed and maintained Facebook, Instagram, and Google accounts for the organization.
- Designed engaging social media content, created promotional materials for both print and digital platforms, and developed donor newsletters.
- Collaborated with staff during weekly/bi-weekly meetings to strategize marketing initiatives.

Choreographer

Music Video: “Favorite (Get Crazy)” by Ianne Lloyd – Long Beach, CA · Nov 2024

- Developed original choreography for a 25-second segment featured in a student-produced music video.
- Created promotional social media graphics to generate buzz for the release.

VOLUNTEER EXPERIENCE

Social Media Marketer & Assistant Event Planner

The SHARE Center – Spring Branch, TX · Sep 2023 – Feb 2024

- Designed social media graphics for Instagram and Facebook to promote events and fundraisers.
- Contributed to event planning by selecting themes, coordinating color schemes, and designing promotional magnets.
- Provided on-site support at the donor banquet, overseeing younger volunteers and assisting with event execution.

Event Volunteer

Summit Church – San Antonio, TX · Oct 2021

- Assisted with decorations, organization, and activity facilitation during a women’s conference.

SKILLS

Social Media Marketing & Strategy · Graphic Design (Print & Digital) · Event Planning & Coordination · Public Speaking & Communication · Brand Promotion & Audience Engagement · Choreography & Performance · Photography & Set Production Assistance

INTERESTS

Sports & Entertainment Marketing · Dance & Choreography · Public Relations · Music Video & Film Production · Visual Storytelling · Event Production