

ERIKA DAYANE TSE

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San Diego, CA 92108

EDUCATION

UNIVERSITY OF CALIFORNIA, SAN DIEGO

B.S. Business Economics | Minors: Marketing Communications & Business Analytics ·

La Jolla, CA

08/2024 – Expected 12/2026

FOOTHILL COLLEGE

Business Economics, Marketing Focus | Summa Cum Laude

Los Altos Hills, CA

07/2022 – 06/2024

PROFESSIONAL EXPERIENCE

ASSOCIATED STUDENTS OF UC SAN DIEGO

Brand Strategy & Design Consulting Specialist

San Diego, CA

08/2025 – Present

- Lead the rebrand strategy for UC San Diego's student government, partnering with the in-house design studio to develop a unified visual identity (logo, color palette, and reusable templates) and codifying it into brand guidelines adopted across all 17 A.S. offices and student organizations.
- Build a shared content and event calendar plus a brand-compliance system (social media standards, an audit checklist, and tracking sheets) for all 17 offices, and overhaul their Instagram accounts (3K–13K followers each), reworking posts, profiles, and links to fit the new identity.
- Drive consistent communication to UC San Diego's 40,000 students by rolling out the brand guidelines through the "AS One" campaign starting with all 17 Associated Students accounts, then expanding to 750+ student organizations via email and club-leader meetings to promote and enforce brand consistency.

GATHER SOCIAL APP

Community Engagement and Social Media Intern

San Diego, CA

04/2025 – 08/2025

- Developed the brand identity and voice for Gather, a social app for meetups and events, and launched social campaigns that lifted average engagement ~35% by using audience insights to shape content.
- Grew the app's Instagram presence, averaging ~6,000 views per post, by segmenting Gen Z audiences across the San Diego and San Francisco markets and running targeted organic and paid campaigns.
- Analyzed campaign and paid-ad performance in Meta/Instagram Insights to surface content trends and guide strategy, growing the audience to ~4,500 followers.

CAPCUT - CREATIVE CAMPUS PROGRAM

Campus Brand Student Ambassador

San Diego, CA

09/2025 – 04/2026

- Built campus brand awareness through targeted social campaigns and led video-editing workshops for 50+ students, partnering with CapCut's corporate marketing team on activation strategy
- Drove roughly 500 new app downloads by producing feature-focused video content and running on-campus giveaway campaigns, awarding around 10 winners weekly to sustain engagement

ASSOCIATED STUDENTS OF FOOTHILL COLLEGE

Marketing & Media Coordinator

Los Altos Hills, CA

06/2023 – 08/2024

- Founded the Marketing & Media Coordinator role from scratch, building the student government's first brand identity, marketing strategy, and design systems, hiring and training 5 interns, and growing the social following 80% in 8 months for a 14,000-student campus and its 70+ clubs.
- Led content strategy across 70+ student clubs, managing the campus's online and in-person presence, Instagram, TikTok, and events and producing graphic, video, and social content that reached ~8,000 students per campaign, in collaboration with faculty.
- Planned and executed campaigns targeting 14,000+ students (Get Involved, Club Days across three quarters, 5 leadership summits, and galas), designing all event flyers and collateral and lifting club engagement and campus participation roughly 50% on a commuter campus with historically low turnout

72 SOCIAL CLUB

Co-Founder & Head of Operations

San Francisco, CA

02/2021 – 11/2023

- Co-founded a young professionals' social community and built its go-to-market and event-led growth strategy, scaling to 1,200+ applicants.
- Designed and ran events three – five times a week as the club's primary growth channel from 30 person gatherings to 100–300-attendee experiences, growing the events committee from 1 to 15 members and delegating weekly event planning and quarterly partnership and recruitment drives.

MARUKAI CORPORATION U.S.A.

Financial & Supply Chain Store Associate

Cupertino, CA

01/2023 – 11/2023

- Reconciled 150+ supplier invoices daily and reported daily and weekly store profit to corporate, maintaining accurate financial records and uninterrupted stock continuity
- Managed petty cash and reconciled high-volume transactions in Excel, applying close attention to detail and accuracy under tight daily deadlines across ~\$15K in daily transactions

LEADERSHIP AND CAMPUS INVOLVEMENT

NATIONAL SOCIETY OF COSMETICS AT UC SAN DIEGO -

Social Media Manager

San Diego, CA

10/2025 – Present

- Lead social media and PR promotion for a 50-member campus beauty society, creating content, product photography, and recap videos for beauty industry partner brands (Rare Beauty, Flower Knows, Good Molecules) and college event workshops that average ~5,000 views, raising the club's campus profile and growing membership applications over time.

REACH AT UCSD

College Brand partner and Content Creator

San Diego, CA

10/2025 – Present

- Produce and edit short-form content for Reach, UC San Diego's student creator chapter, on campaigns and brand collaborations with companies including Snapchat, Lululemon, and RedFlo, driving ~4K–10K views across 4 campaigns and promoting the brands' community efforts to students on campus.
- Research consumer trends, advertiser categories, and competitor strategies to surface insights and content opportunities, shaping 5+ campaign pitches.

UNICEF U.S.A

Vice President of Public Relations

Cupertino, CA

09/2023 – 06/2024

- Managed external communications between UNICEF coordinators and the college, shaping its public image through strategic messaging, partnerships, and coordinated fundraising and awareness events that raised ~\$1,000 and drew 150+ volunteers

SKILLS

Brand Strategy & Management · Brand Voice · Social Media Marketing · Paid Social Advertising · Influencer Marketing · Integrated Campaigns · Content Strategy · Content Creation · Content Calendars · Content Optimization · Copywriting · Editing & Proofreading · Community Engagement · Customer Segmentation · Trend Research · Go-to-Market · Competitive Analysis · Public Relations · Adobe Creative Suite · Canva · Figma · Microsoft Excel · PowerPoint · Google Slides · Google Workspace · Social Media Analytics · KPI Tracking · HTML/CSS · Generative AI (ChatGPT, Perplexity) · AI-Assisted Content & Research · Product Marketing & Management · Consumer Behavior · Business Analytics · UGC · Visual narrative · Audience growth

ADDITIONAL INFORMATION

Languages: Spanish: Native · English: Advanced Professional · Portuguese: Basic

Interests Product branding and photography · Interior design & lifestyle creator · storytelling · app development through AI