Eddie Loa

MARKETING & DESIGN

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PROFILE

Marketing student at California State University San Marcos with hands-on experience developing brand identities, building websites and creating social media content. Brings projects from concept to launch through visual design, copywriting and audience-focused planning.

EDUCATION

California State University San Marcos
Business Administration, Marketing
Expected graduation: Spring 2029

SKILLS

MARKETING
Brand development
Social media
Content creation
Copywriting
Creative concepts

DESIGN
Visual identity
Website design
Print materials
UX design

TOOLS

Canva · CapCut · Video Star · Google Workspace · Microsoft Office · Meta Business Suite · Instagram · TikTok

LANGUAGES

English · Spanish (bilingual)

MARKETING & CREATIVE EXPERIENCE

Mundo's Landscaping — Director of Marketing & Business Operations
ESCONDIDO, CA · JUNE 2024 – PRESENT

– Developed a cohesive brand identity for a family landscaping business established in 1998, including logo, color palette, typography and business cards.
– Designed and built mundoslandscaping.com with mobile-friendly layouts, service descriptions and company storytelling.
– Created customer inquiry options through a free-quote form, text requests and persistent contact buttons.
– Support business administration, customer communication materials, invoices and payroll documentation.

Matcha Bloom, CSUSM Student Organization — Social Media Manager
SAN MARCOS, CA · SEPTEMBER 2026 – PRESENT

– Plan and design Instagram content for @matchabloomcsusm to promote club activities and support member recruitment.
– Designed the first general body meeting announcement for digital and print, combining typography, illustration and clearly organized event details.
– Establish a consistent visual direction for the organization's social media presence.

FEATURED PROJECT

LIMINAL FM — Creator, Brand, Product & Marketing
LIMINALFM.TECH · 2026 – PRESENT

– Launched a weekly music-drop app with a zero-budget waitlist campaign, then rebuilt it as a music-sharing app open to everyone when Spotify's limits blocked most sign-ups.
– Created the brand and marketing toolkit: logo, color and type system, positioning, messaging pillars and brand voice.
– Designed and built core features: Song of the Week, a For you feed, posts with photos, video and GIFs, and top-listener badges.
– Planned the relaunch: a LinkedIn carousel, a rebrand email with tracked links and a founding-listener program.

ADDITIONAL EXPERIENCE

CSUSM Financial Aid & Scholarships Office — Student Assistant
SAN MARCOS, CA · SEPTEMBER 2025 – PRESENT

– Help students understand financial aid processes, required documents, holds, refunds and appeal procedures.
– Connect students with appropriate staff and resources while supporting daily office operations.

Walmart Neighborhood Market — Online Grocery Pickup Associate
ESCONDIDO, CA · JUNE 2025 – PRESENT

– Prepare online grocery orders with attention to accuracy, product quality and timely pickup; assist customers and coordinate with coworkers to fulfill orders efficiently.

Walmart Neighborhood Market — Customer Service Associate
ESCONDIDO, CA · MAY 2022 – JUNE 2025

– Assisted customers with questions, service requests and routine concerns; collaborated with coworkers and supervisors to support daily store operations.