

EDDIE

Loa



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. Bilingual in English and Spanish.

EDUCATION

CALIFORNIA STATE UNIVERSITY SAN MARCOS
BUSINESS ADMINISTRATION, MARKETING
EXPECTED GRADUATION: SPRING 2029

LINKS

PORTFOLIO — EDDIELOA.SITE
LINKEDIN — [/IN/EDDIELOAA](https://www.linkedin.com/in/EDDIELOAA)

SKILLS & TOOLS

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

Eddie Loa

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 a 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 use, combining typography, illustrations, and clearly organized event details.
- Establish a consistent visual direction for the organization's social media presence.

FEATURED PROJECT

LIMINAL FM — CREATOR, BRAND & PRODUCT DESIGN

LIMINALFM.TECH · 2026–PRESENT

- Expanded a mock campaign into a live music discovery website centered on weekly song drops, selections, and trades.
- Created the brand identity, including a doorway logo, color palette, and typography system.
- Designed core user experiences, including song selection, trading, shareable receipts, and customizable listener profiles with badges.
- Built website sign-ups, invite links, and public profiles to support the planned launch.

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 during pickup 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.

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