

MICHAEL GONZALES

CONTACT

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www.gonzo-designs.com

PROFESSIONAL SKILLS

Graphic design
Social media management
Website creation
Project management
Team management
Market research

PERSONAL SKILLS

Motivated
Dependable
Fast learner
Team-oriented
Excellent time management skills

AWARDS & HONORS

Nominated for Musical Leadership
HBUHSD Tower Award

Member of the National Society of
Collegiate Scholars

EDUCATION

BACHELOR OF ARTS, BUSINESS ADMINISTRATION - MARKETING

California State University, Fullerton | May 2021

WORK EXPERIENCE

COLLEGE INTERN - RECREATION LEADER

City of Huntington Beach | Aug 2018 - Present

- Perform efficient in-person/phone sales and customer service activities through knowledge of city programs in conjunction with center supervisor, specialist, and class instructors
- Provide excellent customer service, including assist customers/residents in helping determine and sign up for correct city classes using the citywide recreation software
- Assist in managing field allocations assigning time slots for local sports teams and organizations
- Knowledgeable in the proofing of city-specific recreation guide, aquatics levels and associated required skills, and training of new staff with recreation software and center duties
- Research and implement improved roster format for enhanced readability and clarity
- Coordination of special events, including obtaining sponsorships from local businesses, set up/clean up/ day of high attendance events
- Reconcile daily/weekly closeouts and deposits reporting to the finance department

SOCIAL MEDIA COORDINATOR

Deadzone Racing | Oct 2020 - Present

- Work jointly with team CEOs, players, and sponsors to create simple, informative graphics
- Develop personal branding attributes for Total Advantage and Deadzone Racing drivers
- Create a new brand persona for Deadzone Racing through continuous discussion with team members, followers, and sponsors
- Design and publish team graphics

OWNER

Gonzo Designs | Mar 2016 - Present

- Collaborate with customers regarding design requirement to deliver quality products
- Manage projects and facilitate all aspects of service delivery
- Responsible for all marketing and branding initiatives

SECTION LIEUTENANT

Huntington Beach HS Oiler Band & Color Guard | Sep 2015 - May 2017

- Ensemble leader responsible for the commission of necessary instructional rehearsals for 25-piece saxophone section
- Mentor and provide sectional support through weekly section meetings and exercise