

Paloma Gamero

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EDUCATION

University of Kansas

Bachelor of Science in Marketing and Certificate in Professional Selling.
Overall GPA 3.3

Lawrence, Kansas
May 2026

WORK EXPERIENCE

Fresco Marketing

Marketing Associate

Kansas City, Missouri
June 2025 - Present

- Managed business accounts for major ethnic supermarkets in Kansas City, building strong client relationships while developing bilingual (English and Spanish) marketing campaigns to boost engagement and sales.
- Designed custom graphics for each store, working closely with clients to enhance campaign effectiveness.
- Organized photoshoots and helped directing commercial videos and photoshoots to create marketing ads.

The University Daily Kansan

Sales Team

Lawrence, Kansas
September 2025 - Present

- Collaborated with the sales team to identify and reach out to potential clients for advertising opportunities, including local businesses and larger brands.
- Gained hands-on experience in client communication, relationship building, and marketing strategy in a real-world sales environment.

RELEVANT EXPERIENCE

Hispanic Business Student Association

Marketing Director

Lawrence, Kansas
August 2023 - Present

- Created visually appealing promotional materials, including flyers, posters, and digital graphics, to enhance brand visibility and convey key messages.
- Led and executed comprehensive marketing campaigns to promote student business association events.
- Effectively communicated marketing strategies and goals to team members and association stakeholders, fostering collaboration and alignment.

University of Kansas Peruvian Student Association

Marketing Director

Lawrence, Kansas
January 2023 - Present

- Executed engaging campaigns that raise awareness of association events and initiatives.
- Managed social media platforms, creating and scheduling content to promote events, discussions, and student involvement.
- Designed eye-catching graphics and visuals for posts, increasing online engagement and event participation.

LANGUAGE SKILLS

- English: Native proficiency
- Spanish: Native proficiency
- German: Advanced proficiency

TECHNICAL SKILLS

Adobe Photoshop, Canva, Excel, Asana, Microsoft Teams